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"WORKING TOWARD A BETTER FUTURE FOR THE BRANSON/LAKES AREA"

Branson/Lakes Area
CHAMBER OF COMMERCE

Dawn Erickson
Communications Director

Post Office Box 220
Branson, Missouri 65616
Telephone (417) 334-4084
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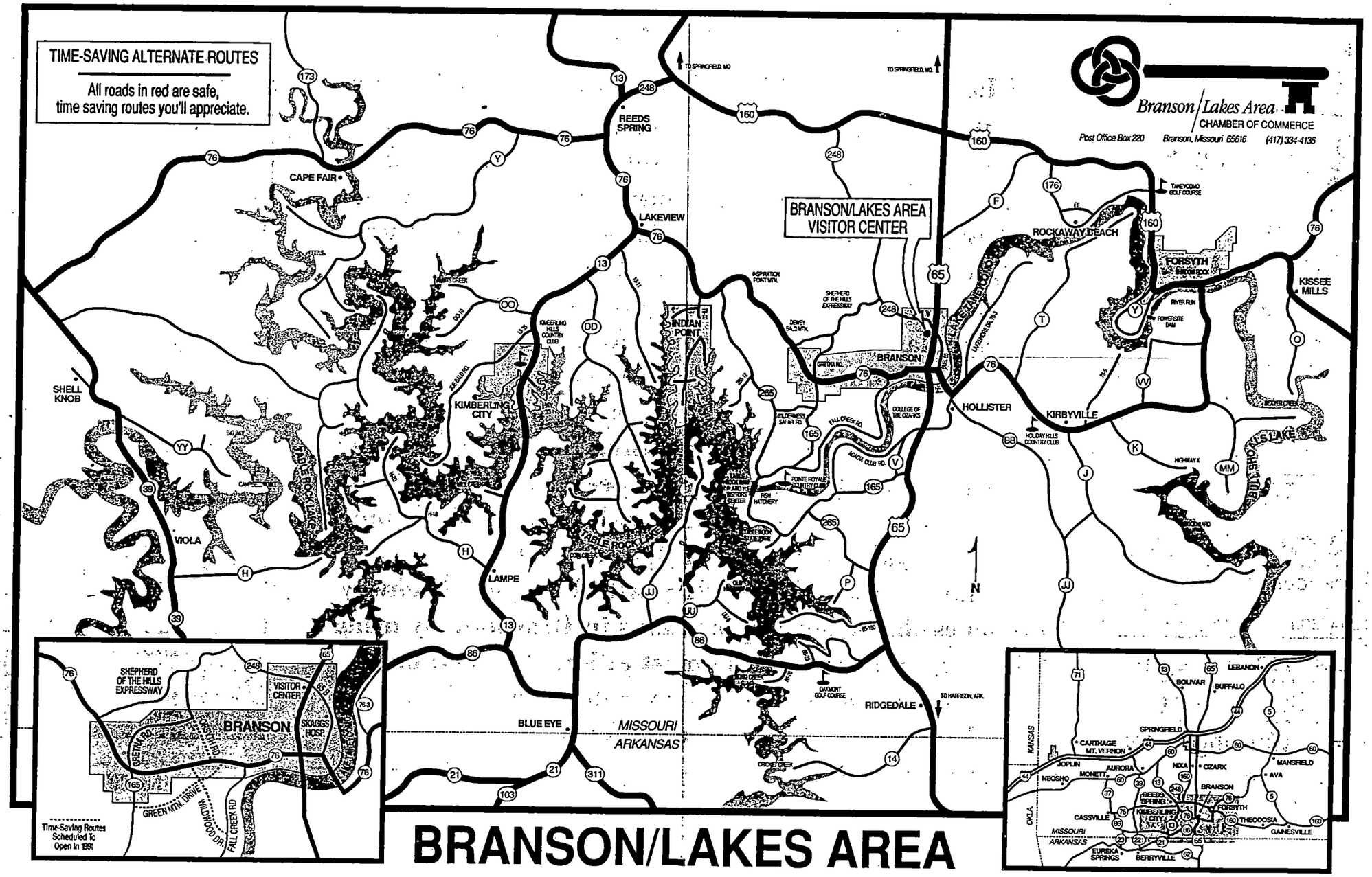
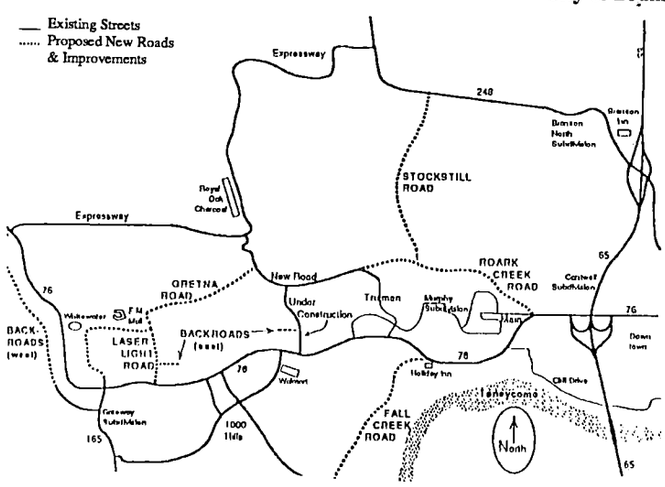


Branson Is **DOING SOMETHING** About Its Traffic!

On August 6, 1991, Branson voters approved a plan to spend $10 million on new roads over the next few years. Work on the first project — a road that will run parallel to 76 Country Boulevard — has already begun. Six additional projects will follow, including construction of new roads and improvement of existing roads.

These improvements will make it easier for you to enjoy Branson's entertainment and recreational attractions, without spending unnecessary time tied up in traffic. We invite you to come back regularly to watch our progress!

Branson/Lakes Area Chamber of Commerce **City of Branson**



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When you wish to avoid the traffic, please study the colored routes on this map. By using the alternate routes when you do not have a specific need to drive on West Highway 76, you will help other visitors by making more space for their vehicles on West 76.

As the Alternate Routes Map will show you, Highway 76 is accessible at several locations in Branson. By using this map, you can find the most efficient -- and most enjoyable -- drive to your destination.

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2 Miles W. of 65 Bypass on W. Hwy 76, Branson, MO

OVERVIEW: Missouri's Branson/Lakes Area

LOCATION: Western Taney County & Southern Stone County in southwestern Missouri

POPULATION: Approximately 20,000

LEADING INDUSTRY: Tourism (More than four million visitors in 1991)

ATTRACTIONS: Music shows, lakes, theme parks, scenery & outdoor activities, shopping

Music Shows: More live country music shows are located in Branson than anywhere else in the United States. In 1992, music shows are planned at 27 indoor theaters as well as three outdoor amphitheatres, offering a collective seating capacity of in excess of 56,000.

Theaters feature widely known entertainers including Ray Stevens, Roy Clark, Mel Tillis, Cristy Lane, Box Car Willie, Jim Stafford, Mickey Gilley, Moe Bandy, Sons of the Pioneers and Shoji Tabuchi. Original family music shows also draw their share of attention and success. This season, entertainers Andy Williams, Willie Nelson, Glen Campbell, Louise Mandrell, Loretta Lynn, Merle Haggard, Charley Pride and other widely-recognized performers have built their own theaters or perform in Branson for a major portion of the tourism season.

Many celebrity performers appear as guests in local theaters, including Waylon Jennings, Crystal Gayle, Barbara Mandrell, Randy Travis, Conway Twitty, Tammy Wynette, Tanya Tucker and others.

Lakes: Table Rock, Taneycomo, and Bull Shoals.

Table Rock Lake, created in the late 1950s, is a popular recreational lake drawing millions of visitors each year. Fishing for bass, crappie and other species, boating, swimming, scuba diving, and any other type of freshwater activity are offered. It is becoming increasingly popular as a tournament site.

Lake Taneycomo begins at the Table Rock Dam south and west of Branson and winds for 22 miles to Forsyth. Formerly a portion of the White River, the construction of Table Rock Dam turned Lake Taneycomo into a cold-water compound and an excellent environment for trout, attracting anglers all year.

Bull Shoals Lake begins at Forsyth and offers much the same recreational and sporting opportunities as Table Rock, but in a less populated and developed environment.

Theme parks: Silver Dollar City, Shepherd of the Hills Homestead & Outdoor Theatre, and Mutton Hollow Craft and Entertainment Village

Silver Dollar City, built in 1960 atop Marvel Cave, is a turn-of-the-century Ozarks village featuring fine handcrafts and artwork created by resident crafters, mountain music at locations throughout the park, street shows, excellent restaurants and snack stands, and themed rides such as an 1880s steam train, "log flume" and others. It is one of the Midwest's leading attractions.

Shepherd of the Hills Homestead and Outdoor Theatre, opened in 1960, is the home of the nation's largest outdoor historical drama. Named for one of the most widely read novels in publishing history, Harold Bell Wright's "The Shepherd of the Hills," the novel is re-enacted nightly by a cast of native players in a huge outdoor amphitheatre. The Homestead offers crafts, music, shops, games and other entertainment during daytime hours, as well as the 230-foot Inspiration Tower and the historical "Old Matt's Cabin."

Mutton Hollow Craft and Entertainment Village enters its 23rd year of operation in 1992. New in 1992 are two staged entertainment facilities, an old schoolhouse and other attractions. Long popular for its working crafts people, specialized shops and old-time atmosphere, it also offers a historical museum, county fair area and other family entertainment.

Scenery: The Ozark Mountains offer spectacular views of unspoiled wooded hills and lakes. Clean air and clean water, scenic highways and hiking trails draw visitors in all but the coldest months for outdoor activities. Dogwood and red bud blossoms in the spring, and colorful foliage each autumn attract much attention. Wild flowers and creatures including deer, foxes, coyotes, bobcats and many smaller animals and birds are abundant.

Camping, hiking, bicycling, and other outdoor activities are enjoyed year-around in the Branson/Lakes Area. Hunting seasons are regulated by the Missouri Department of Conservation.

Shopping: Hundreds of artists and crafters create a unique shopping opportunity in the Branson/Lakes Area. Handcrafted works, "one-of-a-kind," custom-made and other specialty items from home furnishings to jewelry are readily available at craft villages, arts and craft malls and many small shops throughout the area. Dozens of antique shops and flea markets offer collectibles.

Shopping for contemporary goods is leading the way to year-around tourism. Visitors ranked it second only to sightseeing in popularity, according to surveys conducted in 1991. An enormous factory merchants mall as well as downtown business districts, shopping centers and other complexesoffer a range of merchandise usually found only in much larger cities, and at competitive prices.

The area's growth as a shopping destination is indicated in a 33% increase in sales tax revenue for Taney and Stone Counties in the first quarter of 1992, compared to the same period in 1991. Traditionally, January through March have been considered the "off season" in local tourism.

ACCOMMODATIONS

Lodging: More than 11,000 motel, hotel, resort, bed and breakfast, and condominium units are available in the Branson/Lakes Area. More than 6,000 camping spaces are offered. Many facilities are available year-around. Groups of up to 400 may be accommodated. A convention center capable of accommodating larger groups will be available by 1995.

Dining: Restaurant seats total over 21,000.

TRANSPORTATION

Automobile: Most visitors arrive by automobile, entering the Branson/Lakes Area chiefly from U.S. Highway 65 from Springfield to the north or Harrison, Arkansas, from the south.

Air: The nearest airport is at College of the Ozarks at Point Lookout, about three miles from Branson. It is a small private facility serving non-commercial aircraft. Commercial airports nearest the Branson/Lakes Area are at Springfield. Mo., about 45 miles north of Branson, and at Harrison, Ark., about 35 miles south.

Rail: The Union Pacific Railroad carries freight into the Branson/Lakes Area. Passenger service is not available.

Additional information is available in several forms from the Branson/Lakes Area Chamber of Commerce.

Media packs, slides and other materials are available to news media representatives.

Business development packs are offered to persons interested in opening businesses in the Branson/Lakes Area.

Relocation packs may be requested by people considering moving into the Branson/Lakes Area.

Group travel packs are available to travel planners and group tour operators.

Visitor information packs are offered and may be customized according to specific interests.

For visitor, relocation and group travel information, please call 1-900-884-BRANSON ($1.50 per minute, average call 2.5 minutes), or call 417-334-4136.

News media and business development information are available by calling the above numbers or 417-334-4084 (administration only). *Visitor information requests cannot be fulfilled on the 334-4084 line.*

Inquiries of all types are also accepted by facsimile machine, 417-334-4139.

ECONOMIC INDICATORS: *Branson/Lakes Area*

State Sales Tax (3%)

For Taney and Stone Counties combined, sales tax revenue in 1991 increased by 18 percent over 1990. In 1991, Taney County's sales tax revenue increased 20 percent over the year 1990, from $9,998,786 in 1990 to $12,003,215 in 1991. The first quarter of 1992 drew $1,712,091 in Taney County, compared to $1,262,514 for the same period of 1991. Stone County sales tax collections increased 11 percent from $3,720,040 in 1990 to $4,122,932 in 1991. The first quarter of 1992 resulted in $477,567 in sales tax revenue in Stone County, compared to $386,475 in the first quarter of 1991. **Source:** Missouri Department of Revenue.

Lodging and Entertainment Growth

(1992, most of Taney & Stone Counties*)

	Increase over 1982
11,132 Lodging rooms	82%
6,073 Campground sites	88%
21,782 Restaurant seats	80%
32,791 Indoor theater seats	137%

* South border: Missouri/Arkansas line; West border: Highway 13 (Table Rock Lake to Reeds Spring); North border: Reeds Spring to Rockaway Beach; East border: Forsyth/Branson to Missouri/Arkansas line. **Source:** Ozark Marketing Council.

Traffic Counts

Daily during the peak season, up to 31,000 vehicles drive the main thoroughfare in Branson. (Counter locations are .2 mile west of U.S. 65 on Mo. 76 and .3 mile west of Mo. 265 on Mo. 76.) The largest increases in traffic growth have occurred in the "shoulder seasons" -- early spring and late fall, as indicated on the Average Daily Traffic Count chart.
Source: Missouri Highway and Transportation Department.

Visitor Data

The information given below results from research on the 1991 travel season and is compared to data collected in 1986. **Source:** Ozark Marketing Council.

Total number of visitors, May-October:	3,732,226 (an increase of 21% over 1986)
Total day visitors:	806,326 (a decrease of 9% over 1986)
Total visitors spending at least one night:	2,925,294 (an increase of 33% over 1986)
Average length of stay:	2.3 days (an increase of 15% over 1986)
Average group size:	3.4 persons (an increase of 10% over 1986)

Economic Impact

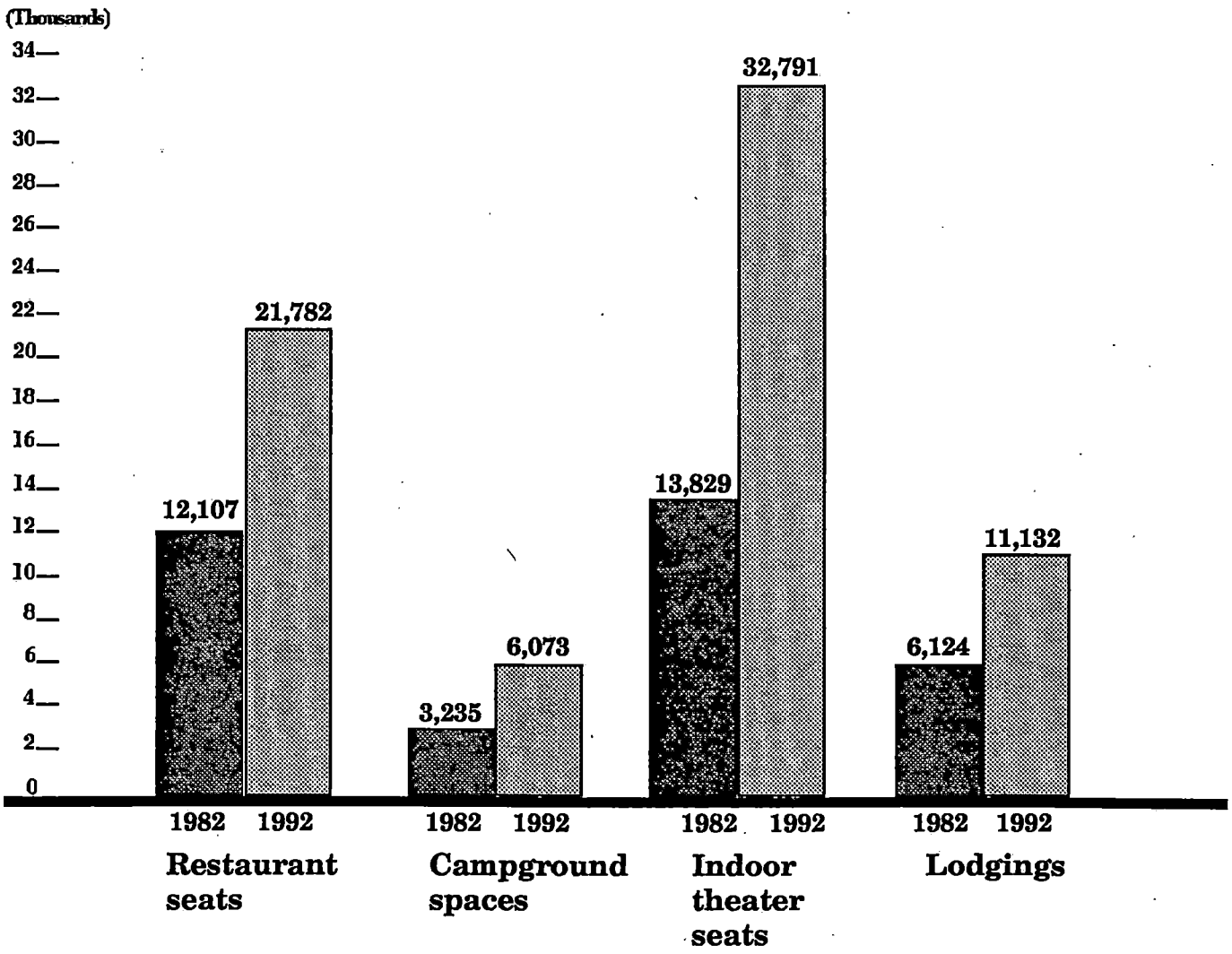
Visitors spend an estimated average of $75 per day per person in the Branson/Lakes Area. Direct expenditures from all visitors (May-October) are estimated at more than $625 million. When "new dollars" come into the area, they have a multiplier effect. Economists conservatively estimate that the actual economic impact is 2.5 times greater than direct expenditures. Therefore, a more complete picture of the economic impact of tourism in the Branson/Lakes Area is more than $1.5 billion annually.

GROWTH: Lodging & Entertainment

Branson/Lakes Area of Taney and Stone Counties

	1982	1992 (1991)	Increase
Restaurant seats	12,107	21,782 (19,657)	80%
Campground spaces	3,235	Not counted (6,073)	88%
Indoor theater seats	13,829	32,791 (22,561)	137%
Lodging rooms	6,124	11,132 (9,720)	82%

Statistics are compiled by the Ozark Marketing Council, Branson/Lakes Area Chamber of Commerce and other entities.



Branson/Lakes Area Chamber of Commerce NEWS BUREAU PO Box 220, Branson, MO 65616 • 417-334-4084 • FAX 417-334-4139
Dawn Erickson, Communications Director

LIVE ENTERTAINMENT

Music theaters, amphitheaters, theme parks, pageants

Theater	Seating Capacity
Andy Williams Moon River Theatre	2,000
Baldknobbers	1,700
Box Car Willie Theatre	901
Braschler Music Show	720
Buck Trent Dinner Theatre	420
Campbell's Ozark Country Jubilee	900
Bob Nichols' Ozark Morning Show	
Blackwood Singers	
Osmond Family Theatre	1,500
Branson's Variety Theater	720
Danny Davis & the Nashville Brass	
Branson Sweethearts	
Branson's New Second Generaltion	
Jimmy Tittle & Storm	
Cristy Lane Theatre	1,300
Shower of Stars	
Foggy River Boys	1,021
Sons of the Pioneers	
The Grand Palace	4,000
Jim Stafford Theatre	818
Branson Gospel Hour	
Johnny Cash Theatre (Opening to be announced)	2,500
Jimmie Rodgers Honeycomb Family Theatre	700
Lowe's Music Theatre	1,255
Mel Tillis Theatre	2,100
Memory Lane Theatre	500
Blackwoods Quartet	
Jim Owen	
Eddie Cash	
Elvis-A-Rama	
Mickey Gilley's Family Theatre	970
Moe Bandy's Americana Theatre	950
Presleys' Mountain Music Theatre	2,000
Ray Stevens Theatre	2,011
Roy Clark's Celebrity Theatre	1,000
Jennifer in the Morning	
76 Music Hall: Memory Makers	550
Al Brumley Jr. Show	
Down Home Country Music Show	
Texas Gold Minors	
Sunday Gospel Jubilee	
Shoji Tabuchi Theatre	2,000
Texans at Kirkwood Theatre	800
John Paul Cody at Waltzing Waters	220
Willie Nelson's Ozark Theatre	1,455
Merle Haggard	
Mac Wiseman	

AMPHITHEATERS	
Branson Brothers	
at Silver Dollar City's Echo Hollow Amphitheatre	4,000
Ozark Mountain Amphitheatre	8,500
Swiss Villa Amphitheatre (Opening to be announced)	7,500
THEME PARKS	
Mutton Hollow Craft & Entertainment Village (theme park)	
Cedar Mountain Music Hall	
Mutton Hollow Revue Dinner Theatre	300
	700
Shepherd of the Hills Homestead	
Blackwood Singers	
John Wesley and the New Riders of the Old Trail	
Silver Dollar City	
The Silver Dollar Saloon	
Danny Eakin	
Hoedown! At the Playhouse	
Horse Creek in the Valley Theatre	
John & Jan Corbin	
The River Rats	
Priority Gospel Quartet	
The Cajun Connection	
D.J. McIntosh	
PAGEANT	
Shepherd of the Hills Outdoor Theatre	

TOTALS

Indoor theaters: 27
Indoor theater seats: 36,011
(One theater unopened, 2,500 seats)

Amphitheaters: 3
Amphitheater seats: 20,000
One amphitheater closed (7,500 seats)

Combined theaters: 30
Combined seats: 56,011

Music shows at (open) indoor theaters: 44
Music shows at theme parks: 13

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Dawn Erickson, Communications Director

New in 1992

Andy Williams' Moon River Theatre: New in 1992, built by Williams. Complex to include restaurant, motel.

Osmond Family Theatre: open in September. Features Osmond Ffamily in building (original Bob-O-Links site) occupied earlier in season by Celebration Theater.

Branson's Variety Theater at Harbor Town Mall on West. Hwy. 76. Opened in August. Features Danny Davis & the Nashville Brass, Branson's New Second Generation, Jimmy Tittle & Storm, Branson Sweethearts.

Grand Palace: Built by owners of Silver Dollar City. Features hosts Glen Campbell and Louise Mandrell, appearing with celebrity guest artists. Part of "Grand Village" complex.

Jim Stafford Theatre: In late 1991, Stafford purchased the former Stars of the Ozarks Theatre, where he was featured entertainer in 1990 and 1991.

Mel Tillis Theatre: New theater in 1992 built by Mel Tillis and Melvin Hall families. First theater to locate on north side of Branson, away from the "76 Strip." Charley Pride is frequent guest.

Memory Lane Theatre: New in 1992 inside Branson Mall between Wal-Mart and Consumers Market on West Hwy. 76. Features the Blackwoods Quartet, Jim Owen, Eddie Cash, Elvis-A-Rama.

Willie Nelson's Ozark Theatre: Willie's first season in Branson. Theater also houses a restaurant, gift shop, and Willie Nelson Museum. Merle Haggard performs weekly.

Jimmie Rodgers Honeycomb Family Theatre: Open in August. Formerly occupied by pianist Dino Kartsonakis.

The Texans perform during the 1992 tourism season at the Kirkwood Theatre.

1992 Guest Artists

Grand Palace: Steve Wariner, Ricky Skaggs, Irlene Mandrell, Patty Loveless, Kenny Rogers, Smothers Brothers, Gold City & the Kingsmen, Ronnie Milsap, Vince Gill, Larry Gatlin & the Gatlin Brothers, Jerry Clower, Kingsmen, Roger Miller, Tanya Tucker, J.D. Sumner & the Stamps, Waylon Jennings, Jesse Colter, Lee Greenwood, Charlie Daniels Band, Oak Ridge Boys, Emmylou Harris, Pam Tillis, Marie Osmond, Statler Brothers, Doug Stone, Ricky Van Shelton, Asleep At the Wheel, Mark Chesnutt, Sawyer Brown, Reba McEntire, Suzy Bogguss, Anne Murray, Barbara Mandrell, Eddie Rabbitt, Inspirations

Lowe's Theatre: Loretta Lynn, Conway Twitty, Johnny Russell, Connie Smith, Janie Fricke

Mickey Gilley's Family Theatre: Ronnie McDowell, Faron Young

Roy Clark's Celebrity Theatre: T. G. Sheppard, Boots Randolph, Buddy Ebsen, Jim Nabors, Patti Page, Restless Heart, Holly Dunn, Sweethearts of the Rodeo, Johnny Paycheck, Exile, Michael M. Murphy, Bobby Vinton

Willie Nelson Ozark Theatre: Merle Haggard

Texans Theatre: Del Reeves, Stonewall Jackson, Jeannie Seely, Justin Tubb, Freddie Hart, Cal Smith, Johnny Duncan

Mel Tillis Theatre: Charley Pride, Pam Tillis, Debbie Reynolds

The "Music Showguide," listing theaters, show dates and times, guest artists and other information, is published four to five times each year by the Branson/Lakes Area Chamber of Commerce. Showguides are available by writing to the Chamber, P.O. Box 220, Branson, MO 65616.

Quarterly Missouri Sales Tax Collections (3%)*

Taney and Stone Counties, combined

YEAR	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	TOTAL
1981	$866,900	$1,132,653	$2,330,000	$1,068,308	$5,397,861
1982	674,002	1,652,061	2,361,795	1,272,684	5,960,542
1983	805,788	1,854,623	2,627,237	1,111,741	6,399,389
1984	878,000	2,060,459	2,861,817	1,107,896	6,908,172
1985	885,399	2,235,923	3,098,345	1,609,492	7,829,159
1986	1,011,525	2,344,237	3,226,452	1,737,140	8,319,354
1987	1,057,263	2,565,030	3,631,945	1,825,238	9,079,476
1988	1,111,098	2,859,339	4,138,196	2,306,964	10,479,886
1989	1,323,251	3,337,676	4,713,710	2,622,252	11,996,889
1990	1,467,401	3,878,862	5,330,508	3,042,055	13,718,826
1991	1,648,989	4,524,294	6,221,776	3,731,088	16,126,147
1992	2,189,658				

Taney County

YEAR	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	TOTAL
1981	$674,300	$934,000	$1,983,000	$685,202	$4,276,502
1982	495,081	1,084,343	1,530,380	822,917	3,932,721
1983	592,334	1,241,089	1,709,914	723,253	4,266,590
1984	632,109	1,355,066	1,875,030	745,510	4,607,715
1985	634,026	1,449,061	1,998,384	1,087,588	5,169,059
1986	716,700	1,556,403	2,125,288	1,200,933	5,599,324
1987	758,918	1,698,109	2,424,544	1,277,267	6,158,838
1988	803,577	1,992,418	2,854,144	1,657,092	7,307,231
1989	980,888	2,346,904	3,324,804	1,942,153	8,594,749
1990	1,087,382	2,789,290	3,814,051	2,308,063	9,998,786
1991	1,262,514	3,261,114	4,576,844	2,902,743	12,003,215
1992	1,712,091				

Stone County

YEAR	1ST QUARTER	2ND QUARTER	3RD QUARTER	4TH QUARTER	TOTAL
1981	$192,600	$198,653	$347,000	$383,106	$1,121,359
1982	178,921	567,718	831,415	449,767	2,027,821
1983	213,454	613,534	917,323	388,488	2,132,799
1984	245,891	705,393	986,787	362,386	2,300,457
1985	251,373	786,862	1,099,961	521,904	2,660,100
1986	294,825	787,834	1,101,164	536,207	2,720,030
1987	298,345	866,921	1,207,401	547,971	2,920,638
1988	307,521	931,210	1,284,052	649,872	3,172,655
1989	342,363	990,772	1,388,906	680,099	3,402,140
1990	380,019	1,089,572	1,516,457	733,992	3,720,040
1991	386,475	1,263,180	1,644,932	828,345	4,122,932
1992	477,567				

***Source: Missouri Department of Revenue.**

Annual Missouri Sales Tax Collections (3%)*

Taney and Stone Counties, combined

YEAR	TAX COLLECTED	INCREASE ($)	INCREASE (%)
1980	$5,046,300	--	--
1981	$5,397,861	$351,561	7%
1982	$5,960,542	$562,681	10%
1983	$6,399,389	$438,847	7%
1984	$6,908,172	$508,783	8%
1985	$7,829,159	$920,987	13%
1986	$8,319,354	$490,195	6%
1987	$9,079,476	$760,122	9%
1988	$10,479,886	$1,400,410	15%
1989	$11,996,889	$1,517,003	14%
1990	$13,718,826	$1,721,937	14%
1991	$16,126,147	$2,407,321	18%

Taney County

YEAR	TAX COLLECTED	INCREASE ($)	INCREASE (%)
1980	$4,128,800	--	--
1981	$4,276,502	$147,702	4%
1982	$3,932,721	-$343,781	-8%
1983	$4,266,590	$333,869	8%
1984	$4,607,715	$341,125	8%
1985	$5,169,059	$561,344	12%
1986	$5,599,324	$430,265	8%
1987	$6,158,838	$559,514	10%
1988	$7,307,231	$1,148,393	19%
1989	$8,594,749	$1,287,518	18%
1990	$9,998,786	$1,404,037	16%
1991	$12,003,215	$2,004,429	20%

Stone County

YEAR	TAX COLLECTED	INCREASE ($)	INCREASE (%)
1980	$917,500	--	--
1981	$1,121,359	$203,859	22%
1982	$2,027,821	$906,462	81%
1983	$2,132,799	$104,978	5%
1984	$2,300,457	$167,658	8%
1985	$2,660,100	$359,643	16%
1986	$2,720,030	$59,930	2%
1987	$2,920,638	$200,608	7%
1988	$3,172,655	$252,017	9%
1989	$3,402,140	$229,485	7%
1990	$3,720,040	$317,900	9%
1991	$4,122,932	$402,892	11%

*Source: Missouri Department of Revenue.

PO Box 220, Branson, MO 65616 • 417-334-4084 • FAX 417-334-4139
Dawn Erickson, Communications Director

Average Daily Traffic Count

West Highway 76, Branson, Mo.

0.2 Mile West of U.S. 65 (Downtown Branson)

Month	1987	1988	1989	1990	1991	1992	Increase since 1991
January	12,932	13,314	14,451	15,735	15,350	19,079	24%
February	14,969	14,561	14,316	15,461	18,545	22,067	19%
March	16,766	17,023	18,419	19,656	21,937	26,067	19%
April	20,563	20,742	22,301	23,372	24,079	29,164	21%
May	25,434	-	25,750	26,121	27,233	30,610	12%
June	28,621	27,912	27,498	27,819	28,893	31,592	9%
July	28,098	26,711	26,564	26,980	-		
August	26,273	26,290	25,914	26,114	-		
September	24,362	25,019	25,367	25,396	27,610		
October	24,279	25,061	25,081	25,386	27,730		
November	15,279	16,488	18,165	20,752	22,379		
December	14,249	15,486	16,996	17,227	20,825		

0.3 Mile West of Mo. 265 (Silver Dollar City Area)

January	2,313	2,571	-	3,930	3,375	5,068	50%
February	2,742	2,983	-	4,240	4,433	5,830	32%
March	3,403	3,790	-	5,227	5,669	7,490	32%
April	5,193	5,448	-	7,741	7,455	10,544	41%
May	8,975	-	10,823	11,370	11,567	15,163	31%
June	14,244	13,795	-	15,685	16,123	17,905	11%
July	14,621	14,965	16,549	16,892	17,326		
August	13,592	13,616	15,156	15,446	16,062		
September	9,866	10,590	11,871	11,862	12,523		
October	10,657	11,980	12,753	12,182	13,789		
November	3,238	-	5,891	6,818	7,844		
December	2,696	-	4,689	4,888	6,935		

Statistics provided by the Missouri Highway and Transportation Department
Updated 8-10-92

Branson/Lakes Area Chamber of Commerce NEWS BUREAU PO Box 220, Branson, MO 65616 • 417-334-4084 • FAX 417-334-4139
Dawn Erickson, Communications Director

About Our Visitors...

Who are they?

Most Branson/Lakes Area visitors (about 40 percent) are couples with children. The second largest group (26-29 percent) is make up of couples without children. Couples over age 50 are 17-20 percent of visitors. Singles make up the balance.

Two people per party is the norm for local visitors. Two-person groups make up 36 to 41 percent of Branson/Lakes Area travelers. The second largest group size is four, at 21-22 percent. Five or more people per party account for 16-17 percent of visitors. Parties of three make up about 13 to 15 percent. And singles account for six to 10 percent of visitors.

The average group size is three people.

Where do they live?

Most Branson/Lakes Area visitors live in Missouri and surrounding states. Surveys in the summer of 1991 indicated the following most frequent states of origin. The "Top Ten" are, in descending order: Missouri, Oklahoma, Kansas, Illinois, Texas, Arkansas, Iowa, Louisiana, Indiana, and Minnesota.

The "Top Ten" cities of origin are: Springfield, Mo.; St. Louis, Mo.; Kansas City, Mo.; Tulsa, Okla.; Joplin, Mo./Pittsburgh, Kan.; Columbia/Jefferson City, Mo.; Oklahoma City, Okla.; Little Rock, Ark.; Chicago, Ill.; and Des Moines, Iowa.

How long do they stay?

Most visitors (40 to 45 percent) stay for four or more days. The second largest group (about 30 percent) stay for two to three days.

How much money do they spend?

Not as much as you'd think. A survey conducted in May 1991 by the Missouri Division of Tourism adds the cost of food, transportation, lodging, admissions and "other" for an average per-party cost of $165.28 per day. Divided by the average number of people per party (3.02 in May), the cost of a Branson/Lakes Area vacation is $54.73 per day per person. In July 1991, the combined average cost per party was $196.96. Divided by the average group size for July (2.96 people), the cost per day per person was $66.54.

For years, the "rule of thumb" for vacationers' spending in the Branson/Lakes Area has been estimated at $75 per day per person. Visitors are credited with bringing at least $625 million per year into the local economy.

What are their favorite activities?

The scenic beauty of the area began drawing visitors to the Branson/Lakes Area at the turn of the century, and sightseeing remains the most popular activity. Shopping at the hundreds of contemporary stores, craft shops, flea markets and antique stores runs a close second to the scenery in popularity. Music shows and theme parks are third and fourth, respectively. And dining in the area's fine restaurants is the fifth most popular planned activity. Visiting historical sites was rated sixth. Outdoor pursuits — boating and swimming, visiting state and national parks, and fishing and camping were ranked seven through nine in popularity. Visiting museums and galleries came in tenth in planned activities.

Visitor data are compiled from Traveler Intercept Studies in May and July 1991 by the Missouri Division of Tourism.

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Dawn Erickson, Communications Director

CALENDAR: Special Events*

Branson/Lakes Area, August-December, 1992

August

Aug. 6-8: 21st Annual White River Valley Arts & Crafts Fair, Forsyth, 546-2741
Aug. 7-9: Ozark Mountain Craft Show, Lakeview, 272-8100
Aug. 8: Storytellers Festival, Lakeview, 272-8100
Aug. 22: 5th Annual Oldtime Fiddle Contest, Downtown Branson, 334-1548
Aug. 29-Sept. 13: National Quilt Festival, Silver Dollar City, 338-2611

September

Sept. 4-6: Ozark Mountain Craft Show, Lakeview, 272-8100
Sept. 11 & 12: Square Dance Weekend, Compton Ridge, 338-2911
Sept. 16-Nov. 1: National Crafts Festival, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Christmas Crafts Market, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Cross Stitch Show & Sale, Silver Dollar City, 338-2611
Sept. 17-19: State of the Ozarks Fiddlers Convention, Compton Ridge, 338-2911
Sept. 18 & 19: Country Fair Days, Shell Knob, 739-2564
Sept. 18-20: Ozark Mountain Craft Show, Lakeview, 272-8100
Sept. 19: Fifth Annual Antique Auto Show, Mutton Hollow Craft Village, 334-4947
Sept. 19-Oct. 31: Fall Harvest, Shepherd of the Hills Homestead, 334-4191
Sept. 25 & 26: Roy Clark's Celebrity Pro Fishing Tournament, Table Rock Lake, 334-4136
Sept. 25 & 26: Harvest Moon Fall Festival, Forsyth, 546-2741

October

Ot. 1-20: Ozark Mountain Country Fall Foliage Drive, Forsyth Area, 546-2741
Oct. 2-4: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 3-31: Annual Fall Show, Forsyth Art Guild, 546-5439
Oct. 5 & 6: Fall Fest and Old Fiddlers Contest, Reeds Spring, 739-2564
Oct. 9: Third Annual Jim Linzy Team Muleshoeing Contest, Mutton Hollow Craft Village, 334-4947
Oct. 10: Seventh Annual MO/OK Horseshoeing Contest, Mutton Hollow Craft Village, 334-4947
Oct. 10: Oktoberfest, Kimberling City, 739-2564
Oct. 12: Lions Club Chili Supper, Kimberling City, 739-2564
Oct. 16-18: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 17 & 18: Fall Festival of Arts, Kimberling City, 739-2564
Oct. 23-25: Ozark Mountain Craft Show, Lakeview, 272-8100

November

Nov. 12-Dec. 20: Old Time Country Christmas, Silver Dollar City, 338-2611 (Thurs.-Sun.)
Nov. 13-Dec. 20: "The Newborn King", Shepherd of the Hills Homestead, 334-4191
Nov. 13-Dec. 24: Christmas Bazaar, Forsyth Art Guild, 546-5439
Nov. 21: Holiday Open House, Downtown Branson, 334-1548

December

Dec. 5: Christmas Parade, Kimberling City, 739-2564
Dec. 5: Christmas Parade, Reeds Spring, 739-2564
Dec. 6: 44th Annual Adoration Parade and Lighting Ceremony, Branson, 334-4136
Dec. 13: Christmas Benefit Music Show, Branson, 334-4136

*The Special Events Calendar was compiled in October 1991, and some events may be changed and more events added after that date. Please contact the Chamber at 417-334-4136 to confirm specific events.

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Dawn Erickson, Communications Director

TIME LINE: Vacation industry development in the Branson/Lakes Area

More people have heard of the Branson/Lakes Area in the past year than ever before, because of media attention focused primarily on tremendous growth in the country music industry.

However, the area's "overnight success" in tourism actually has happened over several decades, as many people devoted their careers to creating a family vacation environment in the Ozark Mountains.

Early Years

Events which drew the attention of the vacationing public can be traced to the first years of the 1900s, when Harold Bell Wright's novel "The Shepherd of the Hills" was published. Readers flocked to the Ozarks to learn more about the lifestyle of the characters in his novel — characters based on people who lived in the historic Mutton Hollow/Roark Valley area.

Visitors came by train, disembarking at the old depot at Hollister, now renovated and preserved as the Hollister City Hall. Tourist camps housed them, as hotels were scarce at the turn of the century.

The White River also attracted its share of tourists who came to fish and swim and enjoy the rugged, scenic beauty of the Ozarks.

In 1913, the completion of Ozark Beach Dam (also called Powersite Dam) near Forsyth created Bull Shoals Lake and turned a section of the White River into Lake Taneycomo.

The following decades were filled with gradual growth and changes as the town of Hollister, and then Rockaway Beach, became the centers of tourism. The focus shifted to Branson in the late 1950s, when the construction of Table Rock Dam, 22 miles up the White River (Lake Taneycomo) from the Ozark Beach Dam, formed Table Rock Lake and transformed Lake Taneycomo into a cold water compound.

Taneycomo's waters came from the bottom of Table Rock, and the water's chilly temperature discouraged swimmers and skiers from using Taneycomo as they had in the past. Water recreation shifted to Table Rock Lake, while the Missouri Department of Conservation discovered that Taneycomo's cold water provided an ideal climate for trout. Over the next years, Table Rock Lake and Bull Shoals Lake developed fine reputations for boating and water recreation, and anglers found them to be outstanding sources for bass, crappie and other panfish. Taneycomo's trout flourished, and the three lakes attracted nationwide attention from fishing enthusiasts.

1960

In 1960, two families opened businesses which would become the core of family entertainment for the Branson/Lakes Area.

Hugo and Mary Herschend opened a small old-time Ozarks village attraction atop the long-popular Marvel Cave, about 10 miles from Branson on West Hwy. 76. They called it Silver Dollar City and offered an 1880s steam train ride, country shops, crafts and music. Following Hugo's death, Mary and their sons Jack and Peter continued to develop the theme park into one of the Midwest's premier attractions. Jack and Peter continue to direct the growth of the family businesses, which have expanded to include another popular Branson attraction White Water, the new "Grand Palace," Tennessee's popular theme park "Dollywood" and other properties.

A few miles east of Silver Dollar City, Dr. Bruce Trimble and his wife Mary opened an outdoor pageant based on the world-famous novel "The Shepherd of the Hills." It was located on the site where the models for author Harold Bell Wright's characters lived. Under Mary's and their son Mark's direction following the death of Dr. Trimble, the pageant grew into the nation's most popular outdoor historical drama. A theme park was developed on the old homestead's acreage. Branson businessman Gary Snadon bought the historic homestead and theme park several years ago and has continued to develop it as a historical landmark and leading family attraction.

Also in 1960, the five Mabe brothers began performing a country music show as "The Baldknobbers" on the Taneycomo lakefront in Branson.

Tourism development began in earnest, and the most dynamic growth was in the music industry.

1963

•The Presley family begins a music show at Underground Theatre (Talking Rocks Cavern) near Lakeview.

1967

•The Presleys open a music theater on West Hwy. 76 in Branson.

1968

•The Baldknobbers open a music theater on West 76.

1971

•The Foggy River Boys open a music show in Kimberling City.

1973

•The Plummer Family Music Show opens on West Hwy. 76.

1974

•The Foggy River Boys move their music show from Kimberling City to Branson's West 76.

1976-1977

•Bob Mabe leaves the Baldknobbers to open a theater called Bob-O-Links Country Hoedown.

1981

•The Wilkinson Brothers Theatre, Hee Haw Theatre and Starlite Theatre are completed. The structures are now the Box Car Willie Theatre, Mickey Gilley's Family Theatre and the Cristy Lane Theatre.

•Presleys' Mountain Music Jubilee is expanded to 2,000 seats, making it the largest theater in Branson.

•The Lowe family opens a music show on Indian Point near Silver Dollar City.

1982

•Chisai Childs purchases the Starlight Theatre.

1983

•Swiss Villa Amphitheatre, featuring widely known entertainers for guest appearances, opens near Lampe. Seating capacity is about 7,500.

•The Lowe family moves its music show to a new theater on West 76 in Branson.

•The Roy Clark Celebrity Theatre, the first to be linked permanently to a widely known entertainer, opens.

•Silver Dollar City opens the 3,500-seat Echo Hollow Amphitheatre for evening music shows.

1984

•The Braschler Music Show is established on Indian Point in the Lowe's former theater.

•Musicland, USA opens with the Lester Family on Gretna Road just off West 76.

•The Sons of the Pioneers begin regular performances at Lowe's Theatre in Branson.

1985

•The Braschler Music Show moves to the Musicland, USA theater on Gretna Road.

•Romance novelist Janet Dailey and husband Bill buy the Hee Haw Theatre and open it as Country Music World.

•The Sons of the Pioneers move to the Foggy River Boys Theatre.

1986

•The Lowe Sisters of Lowe's Theatre become the first of Branson's entertainers to appear on the Grand Ole Opry.

•Ozark Mountain Amphitheatre, with a seating capacity of about 8,500 and featuring guest artists, opens on the Shepherd of the Hills Expressway near West 76.

•Bob Mabe of Bob-O-Links Country Hoedown and an original "Baldknobber," retires from the stage. The Texans, a group which previously performed at the Plummer Family Theatre, open Mabe's theater as the Texans/Bob-O-Links music show.

•Sons of the Pioneers are named to the Grammy Hall of Fame.

1986-1988

•The Lowe Sisters release singles that gain solid recognition from the country music recording industry.

1987

•The Lowe Sisters appear on The Nashville Network's "Nashville Now."

•Box Car Willie, famed "hobo" performer and member of the Grand Ole Opry, becomes the first

celebrity entertainer to buy a theater and perform on a permanent basis in Branson.

•Through a promotional program of the Ozark Marketing Council, several Branson music shows are featured on TNN's "Nashville Now."

•Campbell's Ozark Country Jubilee opens on West 76 in Branson.

•ABC's "Good Morning America" uplinks from Silver Dollar City, and Presleys' Mountain Music Jubilee and the Baldknobbers perform for a nationwide television audience.

•Glenn and Venus Robinson open the 76 Music Hall as part of an entertainment and accommodations complex.

1988

•Twin entertainers John and Paul Cody open Cody Country theater in an auditorium on West 76 formerly called the Puppet Palace.

•Ray Price performs during the tourism season at the Starlite Theatre.

•A resort complex called Roy Clark's Lodge of the Ozarks is developed adjacent to the Roy Clark Celebrity Theatre.

•Several music shows, as well as Silver Dollar City, Shepherd of the Hills and accommodations businesses, stay open to help extend the tourism season into November and December during the first-ever Ozark Mountain Christmas.

1989

•Japanese violinist and entertainer Shoji Tabuchi opens a music show in the newly renovated theater on West 76 which was formerly the Ozark Auto Show.

•The Branson Brothers become featured performers at Silver Dollar City's Echo Hollow Amphitheatre.

•Tex-Mex entertainer Freddy Fender performs at the Kirkwood Theater.

•Internationally known recording artist Cristy Lane buys and begins performing regularly at the Starlite Theatre.

•Danny Davis and the Nashville Brass establish themselves at Country Music World.

•Comedian Terry Sanders of the Braschlers Music Show appears on 11 segments of the syndicated television program "Hee Haw."

•Albert E. Brumley, Jr., begins performing matinee shows at Cody Country.

•The Nashville Network uplinks with Roy Clark at Clark's theater in Branson for "Nashville Now."

•Eleven music shows stay open for "Ozark Mountain Christmas."

1990

•Mel Tillis moves to Branson and opens the Mel Tillis Ozark Theatre on West 76 in Shoji Tabuchi's former location.

•Shoji Tabuchi builds and moves into a new theater on Shepherd of the Hills Expressway near West 76.

•Mickey Gilley opens Mickey Gilley's Family Theatre in the former Country Music World Theatre.

•Danny Davis and the Nashville Brass move into the Show Palace building on West 76. Ozark Mountain Opry performs matinees.

•The Stars of the Ozarks theater opens in the building formerly called Cody Country. John and Paul Cody and Steve Hall and the puppet "Shotgun Red" are featured. Recording artist and comedian Jim Stafford joins Stars of the Ozarks in the fall.

•76 Music Hall becomes the first theater to offer three different shows daily.

•Darrell and Rosie Plummer of the Plummer Family Theatre retire from the stage, selling their theater to entertainer Moe Bandy.

•The Legends Theatre opens on West 76 featuring Aaron Patrick. Patrick leaves the theater in October, and the Blackwoods begin performing there.

1991

•Ray Stevens opens the Ray Stevens Theatre.

•Moe Bandy opens Moe Bandy's Americana Theatre.

•Jeannie Pruett and Buck Trent open a dinner theater on Hwy. 165 near Branson.

•Jim Stafford becomes the featured performer at Stars of the Ozarks theater.

•Construction begins on the 4,000-seat "Grand Palace," built by the owners of Silver Dollar City on the Thousands Hills development on West 76. Hosts will be Glen Campbell and Louise Mandrell, and the

biggest names in country music will appear as guests.

•Mel Tillis holds a ground-breaking for his new theater to be built on U.S. 65 at the northern edge of Branson.

•California businessman David Green announces that Johnny Cash would headline one of two theaters in a several-phase recreational development on West 76. The theater featuring Cash would open in 1992.

•Andy Williams announces plans to build Andy Williams' Moon River Theatre as part of a lodging and entertainment complex on West 76.

•Willie Nelson announces that he will perform in 1992 in the theater being vacated by Mel Tillis. The theater was to be renamed Willie Nelson's Ozark Theatre.

•The Gatlin Brothers announce that they will headline one of two theaters to be built by Global Productions, a Texas company, on the new Forsythe Street just off U.S. 76.

•Developers of Celebration Theater, featuring contemporary Christian and gospel music, announce that it will open in 1992.

•Mutton Hollow Craft Village announces a million-dollar expansion with three staged entertainment facilities. The 22-year-old attraction draws more than 500,000 visitors anually.

•Jim Stafford announces the purchase of the Stars of the Ozarks Theatre, to be renamed the Jim Stafford Theatre.

1992

•Paragon, a company connected to Global Productions, announces the purchase of the former Legends Theatre building. The theatre was renamed Dino's and will feature pianist Dino Kartsonakis for the 1992 tourism season. Global Productions' plans to build a two-theater complex in time for the 1992 season are postponed for a 1993 opening. The theater closed after several weeks over apparent contract disagreements.

•Merle Haggard will be a frequent guest at the Willie Nelson Ozark Theatre, entertaining when Nelson tours and teaming with him for other performances.

•Financial problems caused a halt to construction at developer David Green's Johnny Cash Theatre project.

•Branson's Variety Theater opens in August with four shows daily. Danny Davis and the Nashville Brass, Branson Sweethearts, Branson's New Second Generation, and Jimmy Tittle and Storm were featured in the former Show Palace at Harbor Town Mall on West 76.

•Jimmie Rodgers announced that he would open the Jimmie Rodgers Honeycomb Family Theatre in the former Dino's Theatre in August.

•The Foggy River Boys announced the pending sale of their theater to an Ohio corporation called VOL. The Foggies planned to complete the 1992 season of performances. VOL announced that the featured entertainer in 1993 would be Johnny Paycheck.

•The Osmond Brothers announced that they would open the Osmond Family Theater in the former Celebration Theater in September. Celebration Theater had closed in late June.

Future

•Other future plans include a theater to be built by Stars of the Ozarks owners Jess and JoAnn Wintermute as part of a new development on West 76 for 1992 or 1993.

•A $13 million showboat and landing project on Table Rock Lake by the owners of Silver Dollar City are slated for 1995.

•Silver Dollar City also plans to develop The Grand Village, a three-phase, $27 million entertainment, shopping and dining complex adjacent to The Grand Palace on West 76. Phases are scheduled for completion in 1993, 1995 and 1998.

A large portion of the music industry information was provided by Jimmy Lancaster, Tri-Lakes Newspapers, Branson, Mo.

No second fiddle to Nashville



Branson breaks through: When Gary Presley, left, and dad Lloyd started their Branson, Mo., theater 25 years ago, an average of 200 people watched each show. Today, a beefed-up Branson — with four new theaters, including the Grand Palace, below — expects about 5 million summer visitors.

This weekend Branson, Mo., steals a heaping slice of the country pie

Summer and down-home music go together like barbecue and a tall iced tea. Across the USA, country, folk and traditional music festivals sprout like summer wheat when the weather warms up.

Branson, Mo., outdraws them all. This narrow strip of asphalt through the Ozark Mountains of the state's southwestern corner is gunning for Nashville's self-proclaimed title of Country Music Capital of the World.

Nashville's music czars are glancing nervously down Branson's 76 Country Boulevard, with its miniature-golf courses, water theme parks, craft shops, adventure park and country kitsch. Last season, Branson, pop. 3,700, drew about 4.3 million visitors, almost half the number who visited Nashville, pop. 513,797. Branson's latest weapons, opening this weekend: the Johnny Cash Theatre, the Willie Nelson Ozark Theatre, the Andy Williams Moon River Theatre and the 4,000-seat Grand Palace, which will feature such big stars as Vince Gill, Glen Campbell, Emmylou Harris, Ricky Skaggs and Patty Loveless.



Even Willie Nelson has staked a claim — his new theater competes with 25 others.

Why Branson? The town has hosted mountain-music shows since the early '60s. The big-name boom began nine years ago, when Roy Clark opened his own place. Visiting country stars liked what they saw and built their own theaters. Today visitors see Ray Stevens, Mel Tillis, Mickey Gilley, Moe Bandy and guests in about 45 shows a day in 51,000 seats.

The setup is sweet for performers such as Cash and his wife, June, tired of 36 years on the road. "We can settle down and still have the people," he says. "I'm looking forward to sleeping in the same bed."

For Branson information: 417-334-4136.

By Mark Glubke

Summer festivals across the USA

Is Branson too far away? Hundreds of folk, bluegrass and traditional music festivals take place in rural settings. Here are some favorites, recommended by deejays, music societies and traditional-music buffs. Prices are for adult tickets; discounts may be available for seniors and kids.

STRAWBERRY MUSIC FESTIVAL

Camp Mather, near Yosemite, Calif., May 21-25 and Sept. 3-7

EMPHASIS: Mainstream acoustic headliners. Situated only seven miles from Yosemite National Park.

HIGHLIGHTS: Riders in the Sky and Utah Phillips (May); Greg Brown and Hot Rize (August).

COST: $80-$90 for three- or four-day passes (quick sellouts). Admission to both festivals: $140. Call 209-533-0191.

KERRVILLE FOLK FESTIVAL

Kerrville, Texas, May 21-June 7

EMPHASIS: Singer-songwriters at a massive gathering co-founded by Peter Yarrow (Peter, Paul and Mary) in hill country. Nearby: the Cowboy Artists of America Museum.

HIGHLIGHTS: Peter Yarrow, Tom Paxton, Timbuk 3, David Wilcox and more than 100 others.

COST: $7-$15 per day; multiple-day tickets available. Call 512-257-3600.

TELLURIDE BLUEGRASS FESTIVAL

Telluride, Colo., June 18-21

EMPHASIS: A big-name festival in a canyon of the San Juan Mountains, near the ghost town of Alta.

HIGHLIGHTS: Emmylou Harris, Kathy Mattea and 1992 Grammy winner Mary-Chapin Carpenter.

COST: $100, limited to 10,000 people. Call 303-449-6007.

THE CLEARWATER REVIVAL

Valhalla, N.Y., June 21-22

EMPHASIS: 1960s-style folk festival with a strong political and environmental presence.

HIGHLIGHTS: More than 60 performers, including Peter, Paul and Mary; Doc Watson; Raffi; and founder Pete Seeger.

COST: $17/day, $26/weekend. Call 914-454-7951.

OLD FIDDLERS' CONVENTION

Galax, Va., Aug. 5-8

EMPHASIS: Traditional mountain music in the Blue Ridge Mountains near the New River. (Camping is encouraged.)

HIGHLIGHTS: Amateur musicians from around the world compete on fiddle, banjo, mandolin; late-night jam sessions.

COST: $20. Call 703-236-8541.

WALNUT VALLEY FESTIVAL

Winfield, Kan., Sept. 17-20

EMPHASIS: Audience participation — everybody sing!

HIGHLIGHTS: Mike Cross and Tom Chapin, plus competition, workshops and campfire sing-alongs.

COST: $42. Call 316-221-3250.

Photographs by Eli Reichman

Nashville in the Ozarks

By Michael Pearce

Branson, Mo.

You needn't travel far into Branson to realize it's no longer a typical Ozark hill-country town of 3,700. On most March through December days, visitors pack the town as densely as the vast stands of towering hardwoods and cedars on the neighboring hills.

Highway 76, the town's seemingly never-ending main drag, is lined to the brim with motels, restaurants and various businesses. Through the years the road has been nicknamed "Hillbilly Heaven" and "The Strip." Recently, though, it's rightfully earned the title of "The Broadway of Country Music."

The success story of Branson is a trilogy of attractions, each fueling and feeding on the others. "For decades, nothing but the simple natural beauty of the Ozarks and the White River drew people to this area," said Toby Bridges, public relations manager at Big Cedar Lodge, a renowned resort long on history and fame. "We became even more appealing in the late 1950s, when dams on the river created a sportsman's mecca of Table Rock, Bull Shoals and Taneycomo lakes. In the early 1960s, Silver Dollar City [a sprawling 1880s theme and crafts park near Branson] began pulling tourists in by the thousands."

The combined flavor of Silver Dollar City and the rugged charm of the Ozarks flooded the area with a wave of hillbilly mania that washed onto every aspect of tourism—lodging, restaurants and, eventually, entertainment.

"In 1967, Presley's Mountain Music Jubilee became the first real country music theater in Branson and others soon followed," said Rick Todd, vice president of corporate planning and development for Silver Dollar City Inc. "Most of the theaters were small, holding only a few hundred people at most. Even though the shows were popular from the beginning, I doubt if anyone ever dreamed Branson would eventually become what it is today. It's happened so quickly."

According to Mr. Todd, the first of the big-name recording artists began to frequent Branson in 1983, when singer Roy Clark opened a theater where he and other popular singers performed. Seen as the chamber of commerce's dream come true at the time, Mr. Clark's establishment was just the tip of the iceberg.

"Box Car Willie came and set up a permanent show in 1987," said Mr. Todd. "Then Mel Tillis came two years ago and he really set things on fire. He was running capacity crowds every time he opened!" Others were quick to follow Mr. Tillis's success.

The 1991 season saw such legendary country entertainers as Jim Stafford, Ray Stevens, Cristy Lane, Ray Price, Mickey Gilley and Moe Bandy, as well as Mr. Tillis and Box Car Willie, settling into the Branson music scene. Such performers, and a dozen or so other theaters, combined to sell an estimated four million seats to their shows.

"This fall has been phenomenal. It seems like every week another really big person is announcing that they're moving to Branson to perform regularly," said Mr. Todd. "Willie Nelson just announced that he's going to lease a theater. The Gatlin Brothers are coming and Johnny Cash just had the ground-breaking for a complete complex that he's opening. Andy Williams is also coming."

Next spring will also see the opening of The Grand Palace, a Silver Dollar City spectacular that will be country music's most lavish theater, holding 4,000 people. Hosted by Louise Mandrell and Glen Campbell, the theater will feature such crowd pleasers as Reba McEntire, Marie Osmond and Tanya Tucker.

But most of the top-name professionals with theaters in Branson are calling the town home—for both professional and personal reasons.

"Most of us could still draw well all across America, but it's just so expensive on the road. It's also very demanding. For so many years I had a family but no real family life," said Mr. Tillis. "Here I'm actually living in a neighborhood with neighbors who bring me pies. Jim Stafford is even talking about joining the Rotary. Living here, performing for fans who come to see us, is a heck of a lot better than life on the road."

The performers are not the only reason why the country music faithful are flocking to Branson. People want to come to the country to hear country music. Those who go to the shows have other interests they can pursue in Branson—riding, boating, legendary bass fishing on Table Rock and terrific trout fishing. There's beautiful scenery and Silver Dollar City. Those who want to shop can go for days on "The Strip" in Branson or drive an hour to Springfield for Outdoor World, the world's largest sporting goods store.

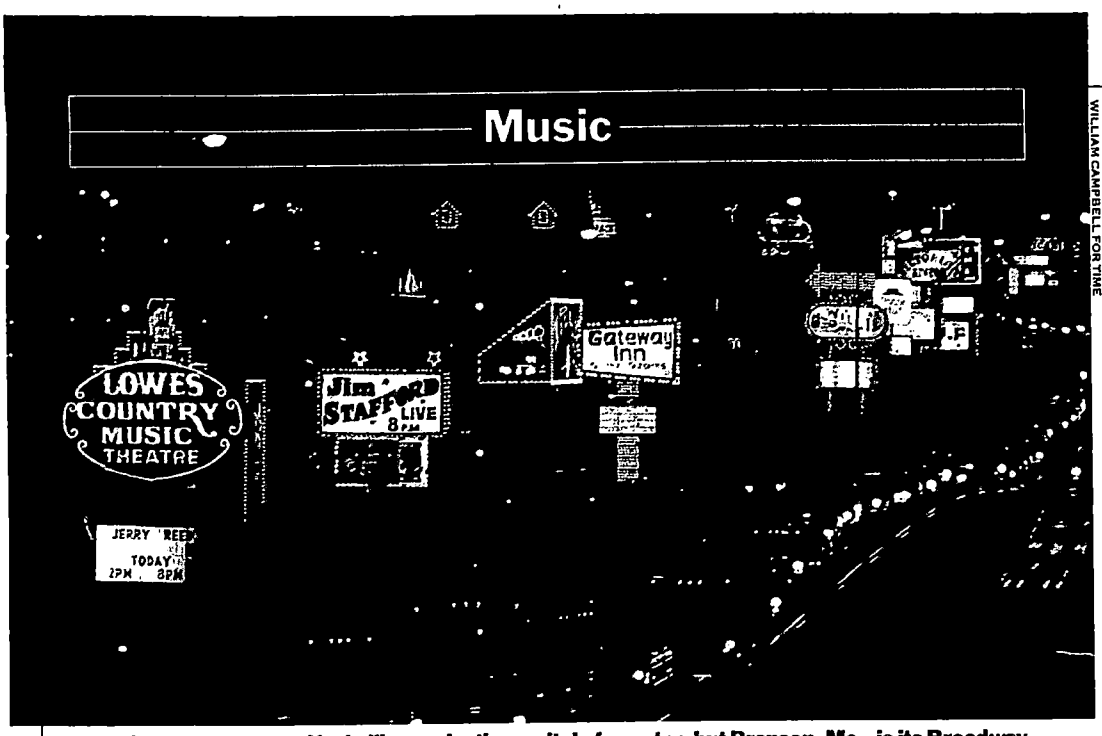
Success has not spoiled Branson, but it does occasionally cause traffic snarls near the theaters. Reservations for lavish Big Cedar or one of the dozens of regular motels must be made months in advance. Some locals complain of hassles and inflated (by rural Missouri standards) costs of living.

Others are gladly moving to Branson, often leaving better jobs and close-knit families behind. On a trail ride at Big Cedar you will probably meet a handsome young Colorado transplant named Clay Self. He's not shy about telling guests he has the talent to be a big-time country music singer/songwriter some day.

All he needs is "the big break." And that's exactly why he's in Branson. "I came here for the music industry," Mr. Self told us at the end of a chuck-wagon evening, flashing a contagious smile. "Nashville is mostly recording these days. I can get a chance to perform here and meet the right people. This is where the big boys are and I get a chance to meet them when they're relaxed and with their guard down."

Mr. Pearce is a free-lance writer based in Manhattan, Kan.

Wall Street Journal 12-4-91



WILLIAM CAMPBELL FOR TIME

Bright lights, boomtown: Nashville may be the capital of country, but Branson, Mo., is its Broadway

Country Music's New Mecca

Why 5 million people a year spend $1.5 billion in a tiny but tuneful town nestled in the Ozarks

By ELIZABETH L. BLAND

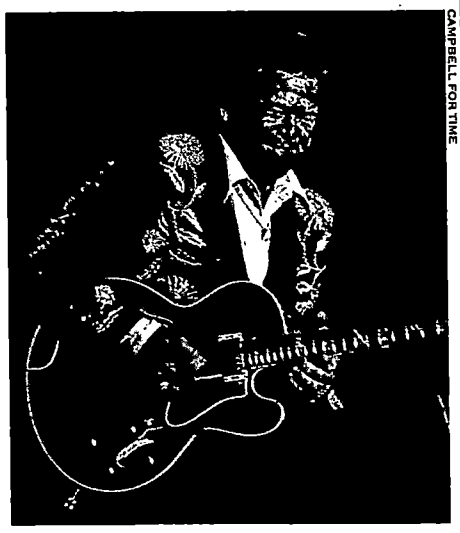
It is 200 miles south of Kansas City, near the center of the U.S. but isolated from everything. You reach it by a two-lane highway that snakes through the Ozark Mountains with nothing but oak trees for company. You round a corner and—*Look!*—there is a line of campers and cars stretching to the horizon, crawling along a five-mile strip of neon lights that flash from theaters, motels and miniature golf courses.

Welcome to Branson, Mo. (pop. 3,706). This hardscrabble town attracts 5 million tourists a year, who drop an estimated $1.5 billion into local pockets. And in a recession-slowed summer when many travelers are staying close to home and spending less, business in Branson is up 5% from last year.

The draw: big-time country-music shows, enough to fill 24 theaters every afternoon and evening, with stars such as Mickey Gilley, Loretta Lynn, Conway Twitty, Mel Tillis and Reba McEntire, several of whom have moved to the area and own the theaters in which they perform. Nashville may still be the capital of country music, its recording and publishing hub, but Branson has become its Broadway. Says Mel Tillis (*Heart Healer*), who moved to Branson two years ago: "You go to Nashville, you see the stars' homes. You come to Branson, you see the stars."

Down-home hospitality keeps the audiences coming—mostly from a 300-mile radius that takes in St. Louis, Memphis and Wichita, but increasingly from all across the U.S. Patrons can meet the stars' families in theater lobbies; Tillis' wife, for one, sells candy. Most of the performers sit onstage at intermission to sign autographs, and violinist Shoji Tabuchi heads to the parking lot after his show to wave goodbye to the tour buses. Prices are right too. You can still get a motel room for $40, and there are 6,000 campsites in town. Says Mary Nell King of Pocahontas, Ark.: "I've seen one Broadway show in the past 10 years. But we can get to Branson two or three times a year."

The appeal of the rolling Ozarks is not lost on the entertainers, most of whom have settled there after long, exhausting runs on the road. Even with 12 shows a week, Tillis considers life in Branson "a vacation." Says resident singer-comedian Jim Stafford, whose witty, whimsical show is in its second year: "It is easy to get burned out on the road. But here I live on the lake. I just drive in, play and go home."



CAMPBELL FOR TIME

Clark in his theater, where it all started

Branson, too rocky to grow anything but "kids and tomatoes," has long been a tourist town. It drew its early visitors as the setting of the sentimental 1907 best seller *The Shepherd of the Hills,* now re-enacted nightly in an amphitheater. Things picked up around 1960 with the opening of Silver Dollar City, a turn-of-the-century theme park, and Table Rock Lake, a fish-rich creation of the Army Corps of Engineers. At about the same time came a country jamboree called the *Baldknobbers,* named for a legendary vigilante group, and still a top attraction. But it was not until 1983, when Roy Clark's Celebrity Theater began to bring big names to town, that the strip began its growth spurt.

Next spring will see the strongest surge yet: new theaters from Johnny Cash, Silver Dollar City and, perhaps, Andy Williams. Country is still king, but the newer shows have broader ambitions. Violinist Tabuchi's variety show, perhaps the most popular in town, downplays country and goes heavy on glitz. Says Ben Bush, a businessman who plans a two-theater complex next spring: "People want to be entertained. If that means less country music, then that is what it will take."

But city fathers have no intention of turning their town into another Las Vegas. Branson sees itself as a family attraction: almost every production has a flag-waving number, and there are several gospel shows. Jack Herschend, president of Silver Dollar City, points out that no blue shows have succeeded. "This is such a family place that anyone who tried to capture the off-color niche wouldn't work."

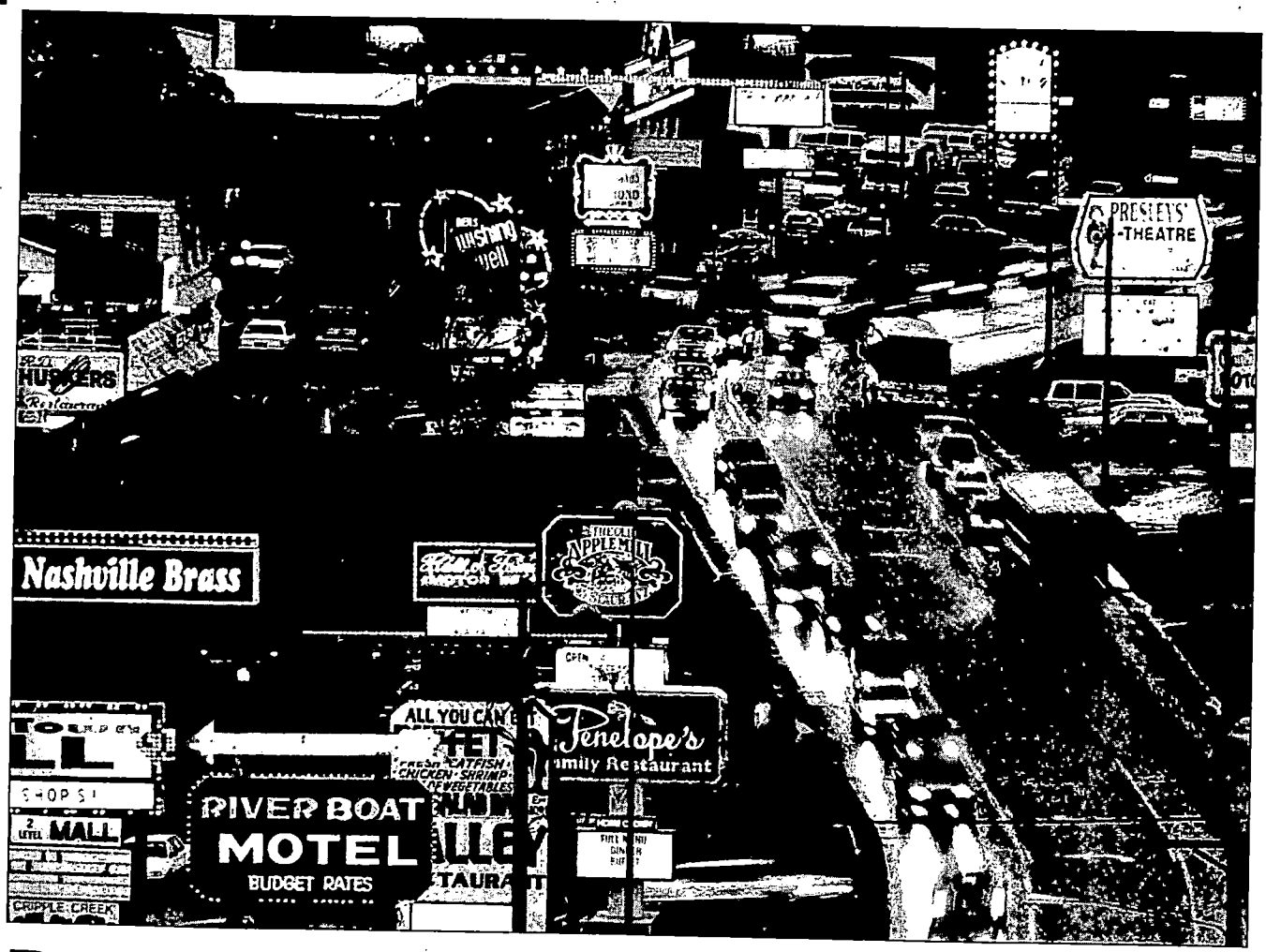
Some locals are less than thrilled by the heavy traffic—and by the half-percent increase in sales tax passed last week to pay for new roads. Many more jobs are available than in the past, but most are seasonal and pay at or near minimum wage. "In the winter everyone sits around on unemployment," says Gary Evans, a vending-machine salesman. "Mostly, though, the attitude is, 'Don't bite the hand that feeds you.' "

But there is no turning back the clock. Too many tourists have found a friendly, affordable mecca in Branson; too many nationally known performers, some of whose hits are behind them, have found appreciative audiences. "It is an honest-to-goodness boomtown," says Stafford. "There are other places where this could be happening, but it's not. The gold rush is here." Spoken like a true pioneer. ■

SCENE

HILLBILLY HEAVEN

Little Branson, Mo., is staking its claim as country music's Mecca, and Nashville is getting the message



BESIDES THE WAX MUSEUMS, T-SHIRT shops, All-U-Can-Eat-for-$4.95 buffet restaurants, video arcades, water slides, miniature golf courses, and RV campsites for 6,000 vehicles, Branson, Mo. (pop. 3,700), offers even more memorable pleasures—if you happen to be a country music fan. Where else can you walk up and press the flesh with so many of your all-time-favorite superstars?

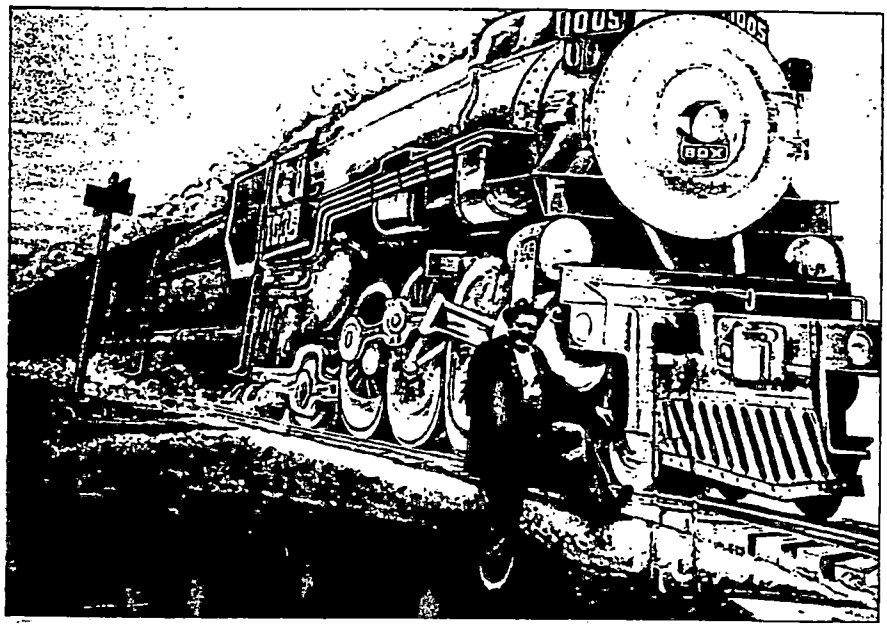
Just ask retirees Jimmy and Norma Bock of St. Louis, on their second stay in Branson this year. There they were, strolling hand-in-hand across a parking lot, when who should they see? Conway Twitty, *Billboard*'s all-time hit leader (topping the charts 55 times), that's who. "Jimmy, let's tell Conway it's your birthday," giggled Norma, 60. "Let's tell him



▲ For nine months each year, the main strip of once-sleepy Branson, blazing with neon, is clogged with sightseeing traffic.

◀ Country star and *Hee Haw* host Roy Clark allows as how he was the one who started the Branson bandwagon rolling.

Photographs by Keith Philpott



▲ Boxcar Willie melds thematically with a mural on his theater wall. "We're doing well," he says with a grin.



➤ "This place is the future of country music," says the well-traveled Conway Twitty (with wife Dee). "I get to stay in one place for three days."

we liked his show," said Jimmy, 66. So they did, and Conway in turn pronounced himself honored, flattered, overcome with joy and moved to tears by Norma and Jimmy.

Not far away, Bernard and Virginia Byrnes and Virginia's sister-in-law, Carol Nachreiner, all from Wisconsin, were examining their just-purchased Boxcar Willie tape (title: *Jesus Makes Housecalls*) from the Boxcar Willie Museum, which is next to the Boxcar Willie Theater, where they had bought tickets to see Boxcar Willie's evening performance—when, oh, my, there he was. "Willie, would you sign my T-shirt," Virginia, 66, pleaded. Said Carol, 58: "We don't do much in Wisconsin, so we save all year to come here. We'll keep coming again and again and again and again."

So do lots and lots and lots and lots of other folks, about 4.5 million annually. They clog Highway 76 into and out of Branson, a small Ozark Mountain town 200 miles south of Kansas City, from April through the Christmas season. While there, the tourists manage to spend $1.5 billion each year.

The numbers alone seem proof that Branson is—sorry, Nashville—the new world capital of country music. Already there are 22 theaters with a total of 41,000 seats, which means Branson's seating outnumbers its residents by 11 to 1. There are about 10,000 hotel rooms in town, with another 2,000 under construction. And more's a-coming, much more. Johnny Cash and his wife, June Carter Cash, are building a 65-acre, $35 million theme park. Andy Williams is putting up a 2,000-seat Andy Williams Moon River Theater, a hint that Branson won't stay exclusively country. Willie Nelson is scheduled to lease a theater and perform twice a day next spring, when a garish new $13 million, 4,000-seat Grand Palace of Country Music is also scheduled to open. "The development is at an explosion stage," says Jan Eiserman, director of the Ozark Mountain Country Marketing Council.

Before Branson's country explosion, the rural community had been a minor tourist stop for some 30 years, appealing mainly to fishermen aiming to drop a line in nearby Table Rock Lake. In 1960 a group of fiddlers started the Baldknobbers Hillbilly Jamboree Show in Branson, showcasing the talents of old favorites like country comedians Droopy and Stub.

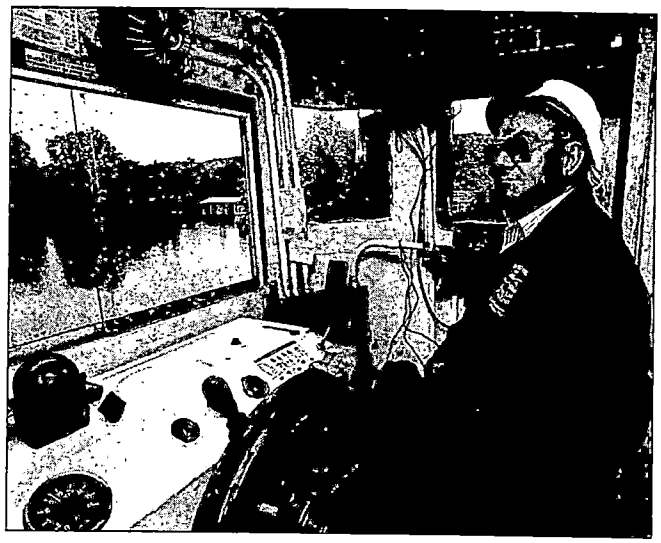
Branson broke into the big time in 1983, though, when *Hee Haw*'s Roy Clark lent his name to a celebrity theater that brought top country performers to town. Many of them liked what they saw; some stayed. Boxcar Willie opened his own theater in 1986, followed by the likes of Cristy Lane, Mel Tillis, Mickey Gilley, Jim Stafford, Mo Bandy and Ray Stevens.

"It's comfortable here," says Clark, who, with his bass player Rodney Lay, bought his Roy Clark Celebrity Theater outright last April. "It's safe; you don't have to worry about getting mugged outside." Clark plays 110 days a year at the theater and is thinking about buying a home in Branson—"except I already have three houses, but I'm here so much I guess I'll buy another one."

A travel-weary Boxcar Willie long ago discovered the benefits of settling in Branson. "I was booked twice at Roy's place, and I thought if these shows can pull them in, this

SCENE

➤ The character of the Ozarks is being changed, but excursion-boat skipper Clifford Bilyeu says, "I don't hear many complaints."



➤ "Pretty soon we're gonna have your Wayne Newtons coming here from Las Vegas," predicts theater owner Ken Lowe.



will get me off the road," he says. "I got the people coming to me now." Assisted by wife Lloene, daughters Tammy and Laurie and son Larry, Willie puts on eight sold-out shows weekly in his 900-seat theater. His Boxcar Willie Museum charges $3 for a look-see at his stuff, which includes Minnie Pearl's diary and Willie's collection of commemorative bourbon bottles. It also sells lots of records, photos and souvenirs, even a Boxcar Willie sucker at $1 each.

"We just love you," Glenn Johnson, 71, told Willie during a recent intermission at his show. Johnson came to Branson with 44 people in a Methodist church group from Temple, Texas, that made the trip by bus. "One of our guys is 91," brags Johnson. "It cost $330 per head for four days and five nights, and we see seven shows. We love it because of the good, clean, wholesome family atmosphere."

On the whole, Branson is still a budget-class resort, an important consideration for retirees. While classier hotels such as the Lodge of the Ozarks charge $85 per night for a single (ice, 25 cents extra), you can find bargains like a complete chicken dinner at the Belgian Waffle & Dinner House for $3.75. Seats in most of the theaters run $10 to $15. "Our prices won't eat your wallet out," says Ken Lowe, owner of the 1,410-seat Lowe's theater since 1983, when he retired as supervisor of sewers in Lebanon, Ind.

While local old-timers like Clifford Bilyeu, 65, can remember when Branson was "a nice, quiet town," few of them resent the changes. "This music stuff gives lots of people jobs," says Bilyeu, pilot of the Lake Queen excursion boat on nearby Lake Taneycomo.

And if you ask Conway Twitty, he'll tell you that he's thinking of packing up his Twitty City theme park in Nashville and moving the whole shebang to Branson. "Nashville blew it," Twitty says. "The Grand Ole Opry fought like a tiger to stay the only show in town and keep everybody else out. Well, Branson stepped in and took over. If there ever was a hillbilly heaven, this is it."

■ DAN CHU
■ BILL SHAW *in Branson*

BUSH QUAYLE 92

THE SPRINGFIELD NEWS LEADER
SPRINGFIELD, MISSOURI
FRIDAY, AUGUST 21, 1992

Bush's new crusade



The Associated Press

President Bush gives a thumbs up to Republicans Thursday night in the Astrodome in Houston as he accepts the nomination for a second term as president.

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THE SPRINGFIELD NEWS LEADER
SPRINGFIELD, MISSOURI
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'Pro-Bush' fanatic under evaluation

By Robert Keyes
The News-Leader

An Ava man comes off as strongly pro-Bush. So strong he'll miss the president's Ozarks visit while undergoing psychiatric evaluation after his arrest Wednesday for impersonating a Secret Service agent.

The 41-year-old man originally from Washington state was arrested at Springfield Regional Airport after driving erratically in the parking lot at St. John's Regional Health Center, police said.

He said he was preparing for the trauma of the president's assassination. He also told police he was the president's personal driver and a chef.

Secret Service agents questioned the man, who "has a history of writing the president," detective Lori Everett said.

"He's very pro-Bush," she added. And apparently the Secret Service has dealt with him before.

Prior to Wednesday, so had Springfield police. In July, he began sending them letters and other items after becoming interested in the June 7 disappearances of three Springfield women.

He sent 100 or more letters — including notes he's mailed to Bush — as well as items ranging from a fresh rose planted in a film cannister, a cast for a broken arm and bikini swim trunks.

He was questioned in connection with the disappearances of Sherrill Levitt, Suzie Streeter and Stacy McCall, but is not thought to be involved, detective Ron Hutcheson said.

When today's Bush visit was announced, the number of letters increased, Hutcheson said.

The man will not be criminally charged. Instead, he is held on a 96-hour mental evaluation at St. John's Marian Center.

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THE SPRINGFIELD NEWS LEADER
SPRINGFIELD, MISSOURI
FRIDAY, AUGUST 21, 1992

THEIR VIEWS

Political climate may change for Republican Party in coming years

We teased my mother about her bones. We often told her she should have become a weather forecaster. She was always the first to tell us when the weather was about to change. "It's going to rain," she would say. "I can feel it in my bones."

It is hard here in Houston to resist the feeling in my bones that another major change is about to occur in the American political climate. The GOP faithful came streaming into this insufferably hot and humid city chanting "Four more years," a chant made popular in the good old days when Reagan was riding tall in the saddle. It had first been invoked by Nixon's Committee to Re-Elect the President in 1972.



Bob **Maynard**

Listening to that chant again this year, I was struck by an ironic note. If that is the promise the Republicans want to make to the electorate this year, they are sure to lose. When Nixon and Reagan used that chant, they were riding crests of popularity. Bush now has a level of disapproval exceeded only by that of Nixon in the summer of 1974, just before he resigned in disgrace.

If you just looked at the 1992 Republican platform, you would never guess that it is the swan song of the far right. The big social issues that animated the "moral majority" — abortion, school prayer and law and order — are fading from the debate of the 1990s. The sun is about to set on the far right. That would be true even if Bush were to somehow win in November. The fact that he is likely to lose means the sure demise of the evangelical right.

To hear the future of the Republican Party, you have to listen for the new themes being articulated by the likely contenders in 1996. Housing Secretary Jack Kemp speaks of a commitment to cities. Massachusetts Gov. William Weld speaks with pride of his pro-choice stance. Texas Sen. Phil Gramm speaks of the mechanics of government. Patrick Buchanan still carries the torch for the far right, but he isn't going far as a presidential contender.

The Bush presidency inherited the hangover. The hold of the right on the soul of the party has been weakened. The Republicans have begun a process of redefinition here that promises to blossom into a brawl over the next four years. The Republicans, having lost their cohesion, are about to look, sound and act more like warring Democrats. It will be a storm of no small dimension. I can feel this one in my bones.

Bob Maynard is publisher of The Oakland Tribune. His column appears Friday.

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92

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BUSH QUAYLE 92

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Abortion hot topic at convention

HOUSTON — The T-shirt said it best. Emblazoned on the back of the Extra Large, 100 percent cotton, walking ad for Republicans for Choice were two little words in bright red: "Finally, Barbara."

This message had a certain edge. Friendly, funny, and frankly frustrated.

After all, the first lady had long been suspected of having pro-choice, uh, leanings.



Ellen **Goodman**

Then, "finally, Barbara," after years of being a national tease on the subject, had dropped the seventh veil and talked pro-choice. "Finally, Barbara" had shared her belief that Republicans should at least have the right to choose sides on the subject of choice — without a party order.

"Finally, Barbara," may have been offering up a national role model of a pro-choice, pro-Bush voter. A subtle, blinking — if not winking — sign for the voters that if she can do it, so can you. But these days, being pro-Bush and pro-choice is getting to be a bit of a stretch, requiring some ideological acrobatics.

Indeed moments after the platform was adopted, Ann Stone, the feisty head of Republicans for Choice, declared herself still in favor of Bush. But Tuesday morning, she still lamely tried to avoid explaining her loyalty. "You aren't going to ask me why, are you?" she said to this reporter. "Right now I can't be enthusiastic."

Indeed, the conundrum for the loyal opposition is clear. On Tuesday morning — Moderates Morning — Republicans such as Nancy Johnson declared themselves "proud to be pro-Bush and pro-choice." But Sherry Appleton of Washington state echoed a sentiment heard even more frequently among moderates at this convention, "I'm a Republican and I want my party back."

If this group of committed Republicans is having trouble being against the platform and for the president, the voters are likely to find it even harder.

As Liz Hager, a Republican candidate for governor of New Hampshire says, "They still don't realize that choice is a bottom line for voters."

The night before she flew to Houston, Hager answered questions for an hour from a group of several hundred voters. Curious, she finally asked, "Don't you want to know where I stand on choice?" Several in the crowd said, "We already know that or we wouldn't even be here."

That stands as a decent warning about November. Barbara winks well, but her husband makes the rules. In 1992, he will be held accountable. Finally, George.

Ellen Goodman writes a syndicated column from Boston. Her column appears Friday.

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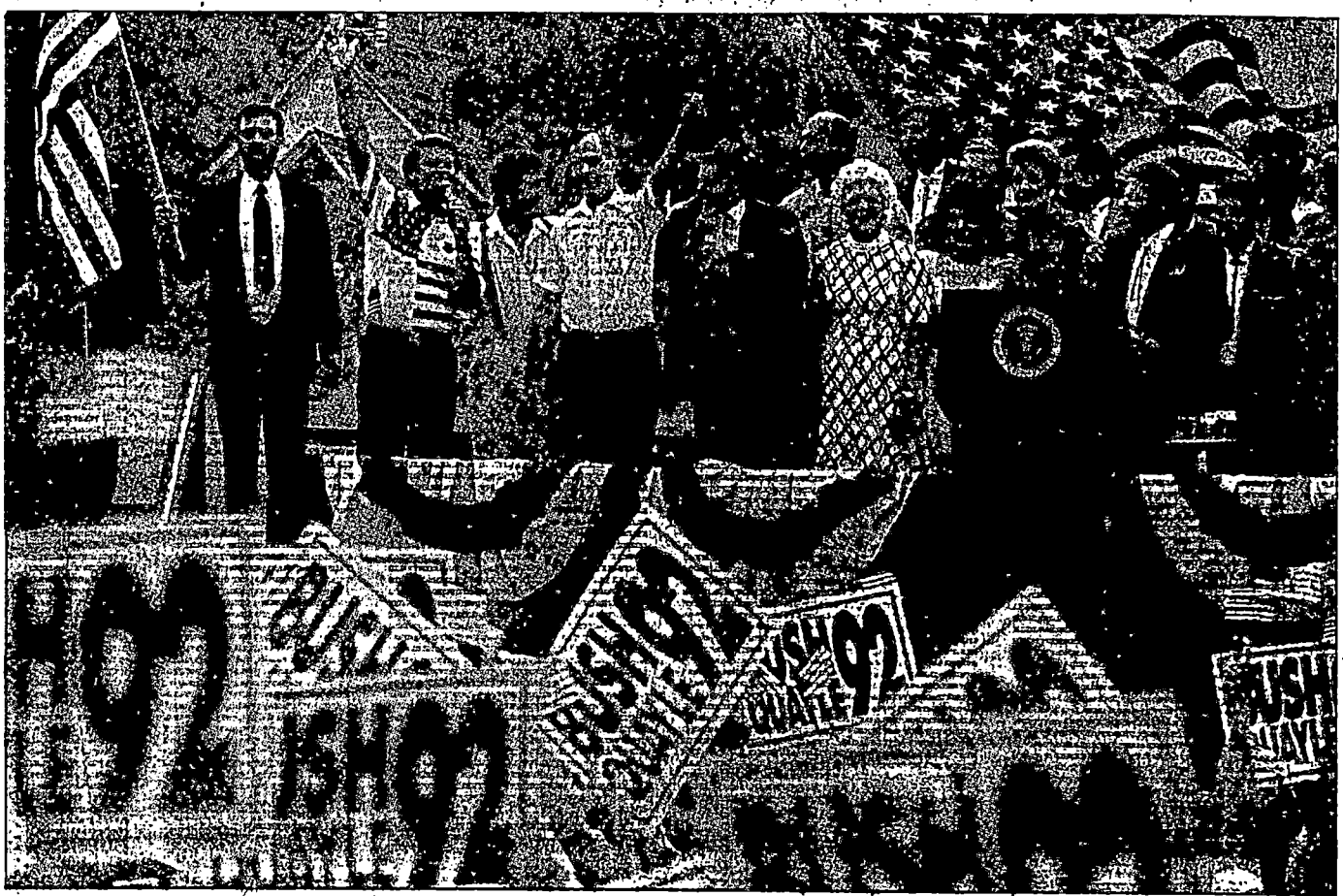
SPRINGFIELD, MISSOURI
SATURDAY, AUGUST 22, 1992

Howdy, Mr. Bush



Gregory Chittenden/The News-Leader

Waving to the Branson crowd, from left, are Glen Campbell (in stars and stripes), "Presleys" and the Baldknobbers; Glen Campbell's daughter (behind podium) and

BUSH QUAYLE 92

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BUSH IN BRANSON

My fellow Americans ...



Bob Linder/The News-Leader

Surrounded by a sea of support, President Bush emphasizes his plan for four more years in the White House Friday in Branson. A crowd of about 12,000 to 17,000 turned out to hear the president's message of faith in families, less government and a cleanup of Congress by American voters. Bush travels Sunday to the Illinois State Fair.

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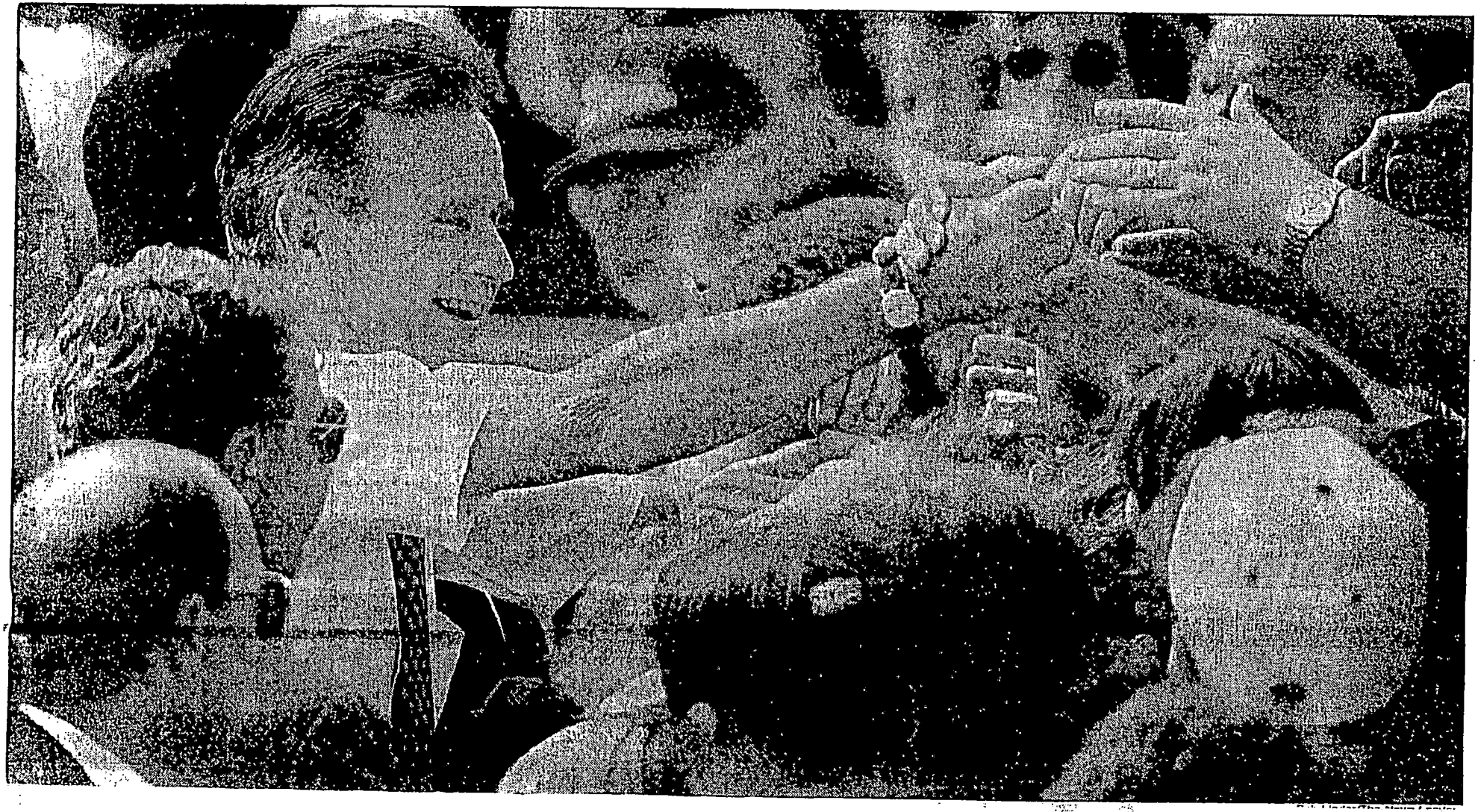

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SATURDAY, AUGUST 22, 1992



Bob Linder/The News-Leader

Above, President Bush hugs Springfieldian Holly King, 7, Miss Missouri Princess, at the airport. Below, Bush wades through the greeting throng. Bush arrived about 3 p.m. Friday and later flew to Branson.

BUSH QUAYLE 92

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1 OF 2

BRANSON — President Bush vowed Friday in a campaign rally here to get the economy going with spending and tax cuts,

By Robert Edwards
The News-Leader

once he gets Arkansas Gov. Bill Clinton and congressional Democrats out of the way.

"I believe we can cut those taxes and give families more money to pay their bills and businesses more incentives to hire new workers. That's the way to bring prosperity back," Bush said as supporters chanted "We Want George!"

Bush chose southwest Missouri's booming family-vacation mecca to stress his now-familiar themes centering on "what's right with America" patriotism and family values.

He sprinkled his speech with references to country music hits. And, acknowledging his poor standing in pre-convention polls behind presidential challenger Clinton, Bush invoked the name of a previous president who won a come-from-behind victory.

"Here's the way it's going to be from now on out," he said. "Remember the son of Missouri, Harry Truman? He was a big underdog. And he fought back and he wrapped another governor challenging him around that do-nothing Congress. I'm going to do the same thing with the governor of Arkansas."

After an introduction by Missouri Gov. John Ashcroft, Bush spoke for about 20 minutes at the rally held on a huge, asphalt parking lot at the Silver Dollar City theme park. Crowd estimates varied from 12,000 to 17,000 people. The afternoon was sunny and the tempera-

Story concludes on Page 7A
(Bush hammers on themes outlined at convention speech.)

Bush/Perfect day for rally

FROM PAGE 1A

ture was in the mid-80s.

Country music performers such as Loretta Lynn, the Presleys and Glen Campbell took turns entertaining for two hours before Bush and first lady Barbara Bush arrived from a stop in Gulfport, Miss. The musicians joined in a rendition of "God Bless the U.S.A." after the president's speech.

Backdrops for the three stages set up for the event depicted bucolic scenes of American life — churchgoing, farming and fishing. Rallygoers waved miniature American flags distributed as they arrived, and 50-plus area Boy Scouts held up larger flags on either side of the main stage.

After the rally, Bush went jogging for about 20 minutes at Sunset Park in southeast Branson. When asked by reporters about his convention comment that his legs looked better in running shorts than Clinton, the puffing president smiled and said, "It's up to the American people to decide."

Bush broke little new ground in his remarks. He continued hammering on the themes he outlined in his acceptance speech Thursday at the Republican National Convention:

Less government. Faith in families to make decisions on such issues as school choice. His role in helping foster freedom in the world. His anger at a Congress he says has blocked his domestic initiatives. His view of Clinton as a tax-and-spend liberal.

The president is taking his message to the people just as Clinton did immediately after the Democratic convention in July.

Dr. Tom and Janelle Martin and their two children from Ord, Neb., stayed an extra day on their vacation to hear Bush. The Martins said they agree with Bush and blame Congress for the nation's economic ills. They also said they like Bush's stand against abortion rights.

Retiree Jack Mosby of Kimberling City said he supports Clinton because "we're due for a change." Mosby said he also would like to see a big turnover in Congress as well.

Bush has been criticized by the Democrats for spending too much time on foreign policy while ignoring problems at home. But he tried to turn that around in his rally speech.

As more countries in the world embrace freedom, the United States will benefit economically, he said.

"This new freedom brings new demands for American products ... and that means jobs for the American people," he said.

In one of his criticisms of Clinton, Bush referred to the Persian Gulf War for which he soared in popularity polls in early 1991.

"The thing that got me the most about this governor across the way is when he said we were ridiculed around the world," Bush said. "We are not. We are the most respected nation in the world. ... If he wants to say we're ridiculed, let him tell that to the men and women who fought in Desert Storm and see what happens to him."

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SPRINGFIELD, MISSOURI
SATURDAY, AUGUST 22, 1992

Branson finale: Bushes tap toes, take stage at show

By Christopher Clark
The News-Leader

BRANSON — Eighty minutes of music oozing with patriotism capped a day of presidential politics Friday for George and Barbara Bush, the guests at country crooner Moe Bandy's Americana Theatre.

Bandy, a long-time Bush friend and campaign supporter, led an 11-piece band through more than 20 country and patriotic songs. The first couple sat six rows back, tapping their toes to the music.

For Bandy's finale, he was flanked on center stage by the Bushes as he belted his signature tune, "Americana." The president then addressed the sold-out audience of 900.

"I just thank Moe Bandy, an old friend, for a wonderfully relaxed evening, cares left behind and most enjoyable," Bush said.

With a large American flag looming in the background and a blue curtain descending, the Bushes with the band and exited backstage to an awaiting motorcade. They waved to a crowd of thousands lining 76 Country Music Boulevard from inside their limousine, which took them back to the Palace Inn.

"When we found out he was coming here, we made every effort to get tickets," said David Berryhill, 52, of Lampe. "This was the opportunity of a lifetime. I know how many people were at the Silver Dollar City rally and how many people were here. This was more personal."

During the show in the theater's front lobby, sales of commemorative mugs of Bush's visit sold quickly. Bandy paraphernalia also was on sale.

Other theater tidbits: Free popcorn and soft drinks for the White House press pool, Secret Service workers gawking at numerous pictures of Bandy in the Oval Office, and theater employees shuffling about the building, making sure ev-

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THE SPRINGFIELD NEWS-LEADER
SPRINGFIELD, MISSOURI
SATURDAY, AUGUST 22, 1992

Calm precedes roar of Bush welcome

By Christopher Clark
The News-Leader

BRANSON — Presidential hoopla gripped this country music capital Friday, but with the excitement came political ambivalence and the expected Democratic detractors.

In the hours leading to Bush's Ozarks arrival, tourists combing 76 Country Music Boulevard went about their business — buying T-shirts, slurping ice cream and snatching up show tickets.

Traffic was unusually light for a street that likely will carry 4 million tourists before the season ends. Said one hotel operator: "With Bush coming, you'd think we would see 4 million people just today. Maybe this is the calm before the storm."

Dozens of marquees welcomed the president and first lady, but they also served as news for many tourists who knew nothing of Bush's visit.

"Nobody from our group knew about it until we got here," said Dan Foster, 46. His Atlanta-based company chose Branson for a business retreat. "It really is an unexpected bit of hullabaloo. As far as the politics of it all, I'm really not thinking about that right now. I'm still looking for that 'None of the above' box on the ballot."

Other tourists got their surprise as they entered the state. "We got to Hannibal before we heard about the president," said Nancy Hach, 45, of Muscoda, Wis. "We thought 'Oh no.' It's sort of an honor, but we were expecting country stars; that's what we're interested in."

■ **Politics on the 76 Strip:** About 10 Bill Clinton/Al Gore supporters lined a portion of Country Music Boulevard's west side to "show the people of Branson and the Ozarks that there is another candidate in this campaign," said Tom Roush, 35, of Springfield.

"I have been unemployed for about a year," Roush said. "I could not find a job in 1992, and I feel if we don't elect Clinton, there aren't going to be any more jobs in '93. That's why we're here."

Elmo and Sue Brewer, of Conway, Ark. said Bush's visit was a metaphor for their November vote. "We're going for Bush," said Elmo Brewer, 60, who sat with his wife in front of Moe Bandy's Americana Theatre, where Bush would later visit. "We just can't vote for Clinton," added Elmo Brewer. "It's as simple as that."

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Bush's tax proposals short of compelling immediacy for jobless

The Republican convention had a philosophical revolving-door quality to it. There was Pat Buchanan solving the race problem with "force, rooted in justice, backed by courage." His ultimate definition of the Republican Party is one of white male wage earners and their stay-at-home wives, who go to church every Sunday and pray for the salvation of everyone else on Earth who doesn't agree with them in every "cultural" respect.

Ronald Reagan served as the Buchanan antidote. Speaking "with a smile, not a snarl," Reagan sought to include, not to exclude.



Tom
Eagleton

As expected, Barbara Bush was warm, caring and likeable. She's a "big tent" Republican. Everyone is welcome, including working women, divorced women and unimarried women — of all races.

Dan Quayle, in sharpened forensics and hand gestures almost in synch with his oratory, ducked the issue of jobs and the economy. He chastised "the Hollywood and media elite" and lawyers. That's a winner!

The focus of the entire week was President Bush's speech. This time there was no Peggy Noonan at the pen as in 1988. It was an uneven speech by committee. Richard Nixon's old presidential speech writer served as chief "cutter and paster" and Nixon got his first favorable presidential mention at a Republican Convention since 1973.

The first 20 minutes on the Bush foreign policy accomplishments served him very well. The rehash of all of his old legislative proposals was just that — a numbing rehash. His vision of the future to get America back on its economic course was a new box to be checked on the IRS income tax form and a possible tax decrease next January.

To an American family with an unemployed breadwinner, to parents with jobless high school and college graduates living at home, to workers at companies and organizations where further layoffs are in the offering, to a working mother trying to hold on to her job, the Bush economic vision didn't offer much.

With the announcement — immediately before Bush spoke — that nationwide filings for first-time unemployment benefits took the biggest leap in a decade, four days of "family value" oratory and a new box on the IRS tax form didn't seem to have a sense of compelling immediacy.

Thomas Eagleton is a former U.S. senator from Missouri who writes a weekly column for Missouri newspapers. His column appears Saturday.

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Media shows bias at convention

HOUSTON — From remarks made by former presidential candidate Patrick Buchanan, Vice President Dan Quayle and even President Bush, it appears we're in for another season of media bashing.

The press is fighting back by employing the time-dishonored method of denial and ridicule. Among the more popular buttons collected by journalists in Houston is "Blame me. I'm with the media."



Cal **Thomas**

One of the most useful publications of the Democratic and Republican conventions is Convention-Watch, published by the MediaWatch organization that provides journalists with something they are not accustomed to: accountability.

For example, Convention-Watch noted, in New York last month, the networks called the Democrats "moderate" 22 times on the first night of the Democratic Convention. On the first night of the GOP convention, the networks used about three times as many labels, and those usually were "far right," "hard right" and "very conservative."

When Democrats take an extreme position on abortion, for example, they are never labeled "far left," even when that position supports the "right to choose" until the moment of birth.

But the problem is more than labeling. There is a not-so-subtle attitude many journalists exhibit depending upon whom they are interviewing. More often than not, softball questions with little or no follow-up and almost no challenging of the answer are served up to liberals. A relaxed body language and empathetic ingratiating humor characterize most press interviews with liberals.

But when conservatives are interviewed, often the mood, facial expressions and body language change significantly, hardened by the anti-conservative presumptions of most journalists. Many chant the various liberal mantras, including how a pro-life position will be injurious to Republican hopes in the fall.

The real victim of such one-dimensional reporting, which occurs on the networks and in newspapers, is the press itself. Loss of credibility causes newspaper subscriptions to decline and reduces advertising linage, which means, in growing numbers of cases, closed newspapers.

At a seminar on media bias sponsored by The Freedom Forum, NBC's Tom Brokaw asserted that bias "is in the eye of the beholder." In the case of too many journalists, it is not in the eye of the beholder at all. It is in the mirror.

Cal Thomas writes a syndicated column from Washington. This is a bonus column in the absence of the vacationing Jeane Kirkpatrick.

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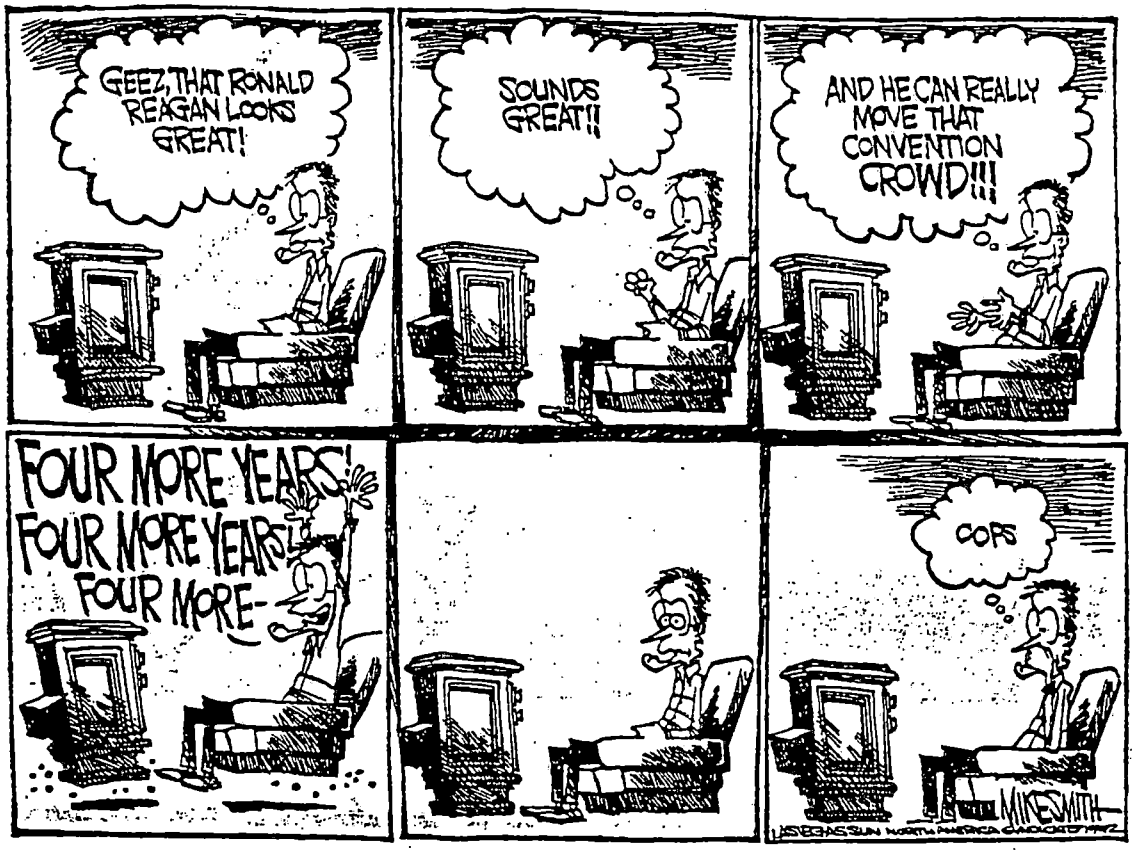

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BUSH IN BRANSON

Headliner Bush takes the show

BRANSON — As Ed Sullivan would've said, it was a really big show, a slickly staged production for the American voter. A bevy of Branson entertainers served as warm-up acts for a new headliner Friday, the president of the United States.



Ron **Sylvester**

Many of the performers arrived Friday morning, bleary-eyed from a late night of performing Thursday. Hauling equipment and instruments, even if only down the road to Silver Dollar City's parking lot, was a chore to entertainers used to performing in small, air-conditioned theaters.

"Yea, we are spoiled," said Mark Walker, fiddler for Presleys' Mountain Music Jubilee, backstage during the rally for President Bush.

At times it was difficult to distinguish whether the performers were participating for political or public relations reasons.

"It's a little of both," said Dennis Mabe of the Baldknobbers Hillbilly Jamboree Show. "But it remains to be seen which one will outweigh the other."

No matter how you felt about any of the candidates, you at least got the feeling the entertainers were being honest. Not all of them were playing because they liked the star.

"If it's put as something that's good for the community and good for the entertainment business here, these people will come and entertain — as long as you don't ask them to testify," smiled Al Henson, a stage manager for the rally and entertainment director for the Grand Palace.

Others, however, were taking a stand. Glen Campbell, who even caused the other musicians milling around backstage to stop and listen when he started playing his guitar, said it was more than just another gig. He performed for Bush twice during the 1988 presidential campaign.

"It is a statement — I'm for Bush, I'm a Republican and I'm for the party," Campbell said prior to going on stage.

Even those who weren't taking a political stand were impressed after Bush arrived and made his way through the cheering crowd to speak.

"He shook my hands three times, and Barbara kissed me," a beaming Jim Stafford said after President and Barbara Bush rode away in their limosine.

"That was quite a deal."

And a really big show.

Ron Sylvester is entertainment writer for the News-Leader

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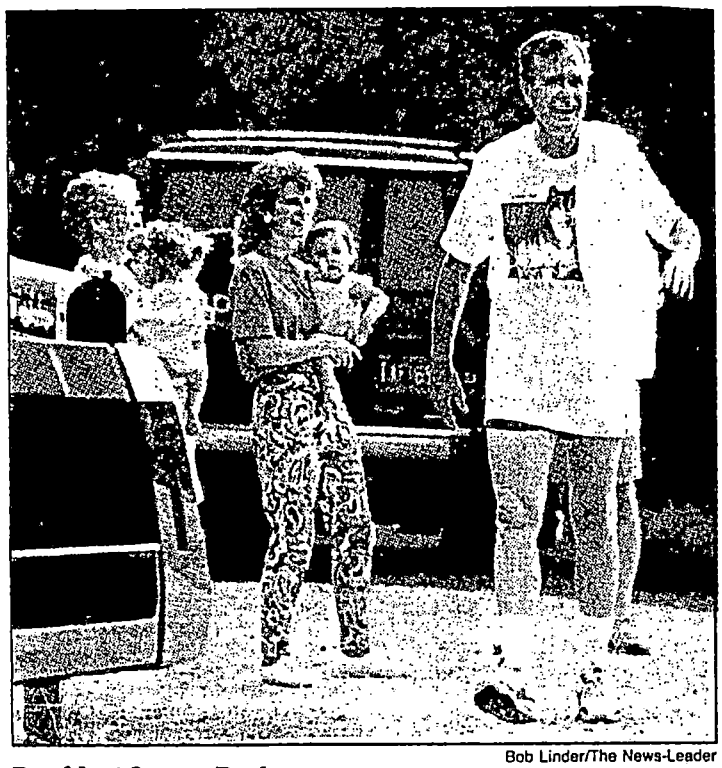
Mutual admiration

Amid the clamor of cow bells and the waving of flags, supporters swathed President Bush in adulation.

"I trust George Bush and I love Dan Quayle. That's spelled with an 'E,' " said Saundra Norman, one of the faces in the crowd.

Barbara Capel, 57, of Branson, had a complementary view.

"I once lived in Arkansas, so I know Bill Clinton and I'm not impressed," Capel said. "So many of the things (Bush) said last night were true."



Bob Linder/The News-Leader

President George Bush takes time to jog Friday at Sunset Park in Branson before attending a show at the Moe Bandy Americana Theatre.

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Mike Penprase/The News-Leader

Four-year-old Shay Lyn Dawkins of Leeds, Ala., gets some nap time as aunt Virginia Brown and grandmother Shelby Violante talk before President George Bush begins his speech at Silver Dollar City.



Gregory Chittenden/The News-Leader

Betty Horton, Rock Port, uses a sign for shade Friday while waiting for President Bush.

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Gregory Chittenden/The News-Leader

Branson performers share a light moment with the president at the close of Friday's rally at Silver Dollar City. The group includes, from left to right, Glen Campbell, Jim Stafford, President Bush and Boxcar Willie.

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Traffic, schedule ran smoothly, rally planners say

By Kathy Oechsle
Our Branson Bureau

BRANSON — Organizers of the Bush rally at Silver Dollar City were ecstatic Friday — no rain, few protesters and no traffic jams.

"Everything is going according to plan," said SDC Executive Vice President Pete Herschend. "That comes from two professional teams knowing what they're doing," Herschend said of the White House advance team and SDC staff.

■ **Early action:** Gates to the rally opened an hour earlier than the announced time of 1:30 p.m. Traffic before and after the rally moved at a steady pace, due in part to hundreds who rode shuttle buses from The Grand Palace parking lot.

About 200 volunteers for the Missouri Bush/Quayle '92 Committee helped with security and handed out 20,000 small American flags, 15,000 signs and 3,000 cow bells, said committee Executive Director Ann Wagner.

■ **Performers meet president:** The entertainment prior to Bush's arrival went without a hitch, too — "like clockwork," said Boxcar Willie.

After the rally ended, entertainers got to meet the president.

"He hugged my neck," Boxcar said.

The rally's location, a parking lot surrounded by woods and ravines on three sides, could have been a nightmare for Secret Service agents.

Agents would not talk about security, but one said, "I'm sure everyone's heard of Lyme's disease."

Another was overheard to say, "We need to get into those hollows."

Two rescue units from St. John's Regional Health Center were stationed at the rally. They were called upon to assist two people who apparently suffered from heat exhaustion, a paramedic said.

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Bush is no Truman, Democrats are saying

By Deborah Barnes
The News-Leader

George Bush compared himself to Harry Truman Friday saying he, like the Missouri native, is an underdog who will emerge victorious.

But area Democrats were quick to take exception to the comparison.

Truman prided himself on the motto "The Buck Stops Here," they noted, but Bush spent his time at the Republican convention and at a campaign stop in Silver Dollar City Friday blaming everyone but himself for the nation's woes.

"What you see is a lot of blaming," said 7th Congressional District Democratic Party Chairman Doug Brooks of Joplin. "They've been there for 12 years now and what they've consistently done is blame everyone. ... People who are leaders don't blame others. They find solutions."

Gary Edwards, executive director of the Missouri Democratic Party, agreed.

"He's pointing the finger and refusing to take responsibility for very high unemployment, environmental problems and serious economic problems. He's showing very weak leadership, and I think the American people will see that," Edwards said.

■ **'Clean the House':** Bush placed much of the blame on Congress Friday as he called for voters to "clean the House." He also took exception to Democratic opponent Bill Clinton's economic plan, saying it would increase taxes, and Clinton's health care plan, which Bush said would lead to "a back-door takeover by the government."

Sally Aman, Missouri press secretary for the Clinton/Gore campaign, said the ticket of Clinton and Tennessee Senator Al Gore is strong enough to weather the attacks with little damage.

They are acts of desperation, Edwards said. They may hurt Clinton in the short term, but in the long run "the American people can see through negative advertising that has no substance," he said.

■ **Supporters at airport:** Some Clinton supporters showed up at Springfield Regional Airport, including a group of Teamsters.

Bernard Morris, a member of the group, said he wanted to show his support for Clinton because he's the candidate who represents working people.

One man in the crowd discreetly handed out photocopied pages that quoted from Truman's 1948 acceptance speech.

"They're going to try and dodge their responsibility," Truman said of the Republicans. "They're going to drag all the red herrings they can across this campaign."

Forty-four years later, Democratic Party leaders are saying the same thing.

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Clinton fans find rally mostly private party

By Robert Keyes
The News-Leader

BRANSON — A dozen or so Clinton/Gore backers huddled together during Friday afternoon's rally. They did not seem at home.

They weren't.

"This is a private party," they were told.

It wasn't. Everyone was welcome. But the momentum here was an overwhelming Bush push. So the Democratic supporters took their place in the back of the pack, estimated at up to 17,000.

The few signs supporting Bill Clinton and Al Gore for president gained a few nasty comments. But they were largely obliterated in a sea of Bush/Quayle devotion, highlighted by the president's appearance at Silver Dollar City.

■ **Patience and pictures:** Folks had waited more than 4½ hours in a hot sun for this. Some left moments after the president reached the podium. A picture is all they wanted.

Not Saundra Norman. Dancing gleefully to the bluegrass fiddling that greeted the president onstage, she saw this as a "once-in-a-lifetime" experience. "My knees are shaking," she said. Norman, like the president, was "riding high. He's going to stay that way, too," she added.

Standing only 5 feet tall, Norman couldn't see the president over a thick crowd of red, white and blue banner-waving Bush backers.

"I know what he looks like. It's more important what he stands for," she said.

■ **A Clinton contingent:** A group of University of Arkansas students held a different view. Told not to loft their Clinton-Gore signs, they held firm in support of their candidates.

"It's our constitutional right to have a sign here," said Kris Engskov, 21, of Berryville, Ark. "Political beliefs should not be checked at the door."

The crowd seemed to embody the concept of family that Bush has embraced. Parents, grandparents and children echoed the faith expressed by Joyce Richardson of St. Joe, Ark.

"He's for family values and principles. I think he's the best of what we've got."

News-Leader reporter Robert Edwards contributed material for this story.

Literacy groups to benefit from Bandy concert funds

From Our Staff

Some of the proceeds from Friday night's benefit concert attended by President Bush will go to Missouri literacy groups.

The funds raised from the Moe Bandy concert will go to the Barbara Bush Foundation and Literacy Investment for Tomorrow-Missouri. LIFT has funded professional training for literacy tutors and teachers, assessment and diagnosis of hard-to-teach adults.

LIFT also operates a Clearinghouse for Community Education which supplies literacy information.

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Secret Service, Ozarkers help keep Bush safe

BUSH QUAYLE 92

By Robert Keyes
The News-Leader

BRANSON — Getting a feel for the security measures involved in a presidential visit yields, if nothing else, a strong feel for why they call the top guards Secret Service.

They're very secretive.

Even the scores of local and state law officers that helped secure Friday's Silver Dollar City visit by President George Bush seemed in the dark at times.

They knew what their jobs were. If there was serious trouble, which there wasn't, the feds would take over.

"It's the Secret Service's jurisdiction," said Sgt. Charles Jackson, one of 16 Missouri State Highway Patrol officers assigned from Jefferson City to help with the visit.

Troopers worked the presidential motorcade, and did "site security, basically the places he goes," Jackson said.

In addition to more than 100 Secret Service agents — who began arriving Monday — officers from the Missouri State Water Patrol, county deputies and about 100 local volunteers hovered over the gathering.

■ **Spectators and security:** Each spectator passed through one of more than 13 metal detectors, flanked by a few guard dogs and federal agents who had come from the White House, the Republican National Convention in Houston, and "all over the country," one agent said.

Stone County Sheriff Lonnie Mease appreciated the president's visit, but it took a toll.

"See this fever blister?" he asked, pointing to the corner of his mouth. "I get one every time I get stressed."

The main stress, perhaps, was traffic.

"There's only one way in and one way out of this place," Mease said. "That's what makes it so rough."

■ **The biggest fear:** Anti-Bush demonstrations never materialized. Clinton/Gore backers reportedly were asked, but not forced, to leave after sneaking in banners backing their candidates.

Buses, cars and vans continued filing from Silver Dollar City more than two and a half hours after the president's safe departure.

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Bush shouldn't trust preachers

Just to show the wisdom of our beloved leader, George Bush, I noted at the convention that some real mealy-mouth electronic preachers such as Pat Robertson and the champ of all time, Jerry Falwell were there.

If I were George, I'd distance myself from those wolly-boogers. George is in enough trouble without those snake oil salesmen.

How about those millions of bucks spent to red carpet the Astrodome? I sure hope that ego carpet isn't coming out of taxpayers' account.

I noted everyone in Forsyth got a letter telegram from George and Dan. I guess everyone in the United States also got 'em. How much did those collective letters cost us taxpayers?

This note sounds like I'm mad or something. Well, hell yes, I'm mad at the way George has performed as president.

I'm a Republican, but I ain't voting for anyone with Bush's attitude about America. Remember? "Read my lips." 'Nuff said.

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Bob Linder/The News-Leader

College of the Ozarks president Jerry Davis and student Yvonne Hughey, left, walk President Bush to Marine One where they wave back to the crowd assembled at the college Saturday morning.

Less bluster at Bush departure

By Christopher Clark
The News-Leader

BRANSON — President Bush's departure from the Ozarks was markedly quiet Saturday, compared to the patriotic bluster that met his arrival.

The roar of crowds greeting him Friday at Springfield Regional Airport and again at Silver Dollar City was replaced Saturday by the roar of Marine One, the helicopter that swept him from Point Lookout to Air Force One. From Springfield, Bush headed to campaign rallies in Georgia, Alabama and Texas.

Bush left the Palace Inn hotel about 8:50 a.m., but quickly jumped from his limousine to briefly address hundreds of onlookers lining 76 Country Music Boulevard.

"Thank you for a warm welcome," Bush said to loud applause. "I wish I lived in the Ozarks."

The motorcade then crept toward College of the Ozarks, where four helicopters awaited Bush and his entourage.

Waiting for the first couple was C of O president Jerry Davis and sophomore political science student Yvonne Hughey. They gave the president and Barbara Bush a basket filled with products made at the school — fruit cake, apple butter and a T-shirt reading "Hard Work U" — a reference to the school's policy of students working at the school to pay tuition.

After giving Davis and Hughey a quick tour of Marine One, the Bushes waved goodbye and boarded the craft.

Bush landed in Springfield about 9:45 a.m. and departed about 10 a.m.

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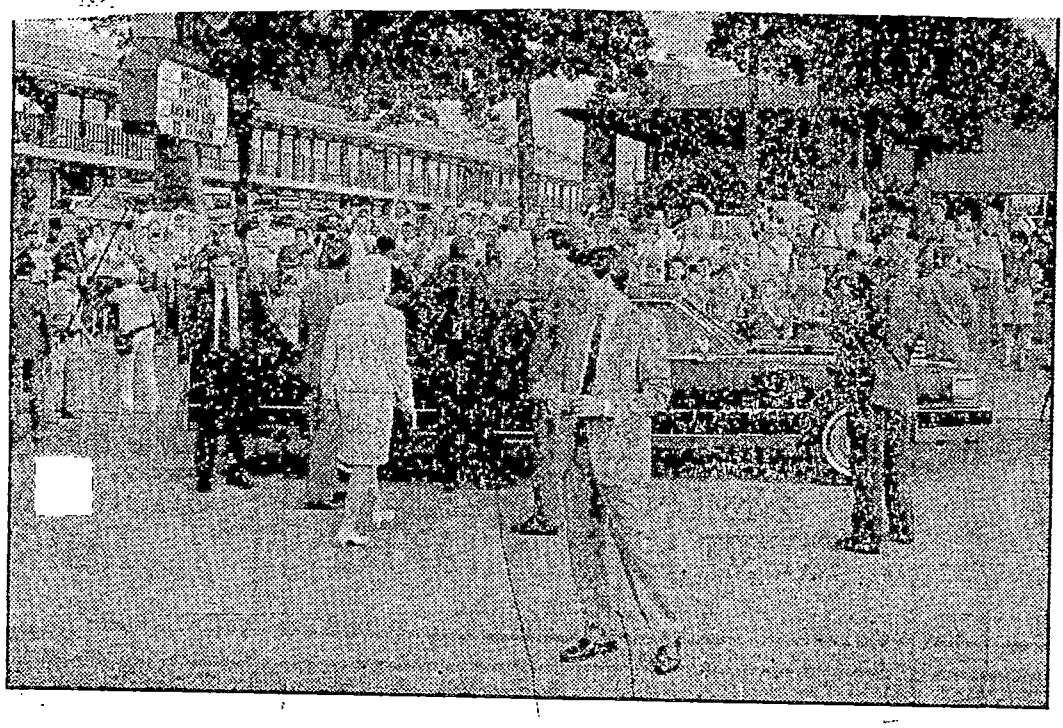

President Bush, above, gives a big thumbs up to the crowd at Springfield Regional Airport Saturday morning as he prepares to board Air Force One. Below, Branson tourists are thrilled and Secret Service agents are swarmed as the president's limousine stops along 76 Country Boulevard. Bush and the first lady spoke to the crowd from the car.

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A passel, a plane and a president

Observations from reporters covering President Bush's visit to the Ozarks Friday and Saturday:

John Bussard was shaving in his home near Clever when his wife, Anna Marie, shouted at him Friday afternoon. Air Force One was flying low overhead, she told him.

Bussard thought she was pulling his leg, but he went out to take a look anyway. The president's plane was indeed flying over. He started waving, jumping up and down, holding his shaver in one hand, forgetting that he was dressed in only his underwear.

That's how Anna Marie describes it, anyway. She says she called their children to tell them about the scene. Their reaction:

"Dad mooned the president!"

— — —

Mary Regehr, a member of the Lawrence County Republican Party Committee, said the First Lady reached into the crowd and shook her hand. "And then she winked at me," Regehr said. "I think it's because I have gray hair." Regehr was one of several hundred people at the Springfield Regional Airport Friday.

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As the crowd watched Air Force One slowly approach the runway, one young boy, growing impatient, was overheard saying: "Come on and land that big dumb thing."

— — —

Sandy Clark, a security guard visiting Branson from Memphis, put down her Bush-Quayle sign on the way out of the rally. "I'm not really a supporter," she said. "I just carried that today. My mother would kick me across the room if I brought that home."

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A sparse crowd remained inside Silver Dollar City during Bush's visit Friday afternoon. Among those enjoying the short lines for rides was Dawn Commiskey, 26, who recently moved to Walnut Shade from Fort Myers, Fla. "I'm not real interested in that sort of thing," she said of the presidential rally next door.

Hundreds of people streamed out of the rally after Bush arrived and began speaking. "I just wanted a picture," one man said.

— — —

"No straws?"

"No sir," the friendly Silver Dollar City soda vendor replied. "Security reasons," he explained. "They were afraid people were gonna shoot spit wads at the president."

It seemed believable. Those Secret Service people don't miss a trick. But this was only a joke.

"Actually," said the vendor, "they just didn't come in."

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The president's visit was history, but his image stuck Saturday morning at Springfield Regional Airport. Presidential pins were still selling strong, though not like Friday in Branson. "I probably sold over 400 of 'em," said the vendor, who would not give her name.

The popular model? A white-and-red item that read: "I was there when President Bush came to the Country Music Capital of the World."

— — —

Reporters in one of the press buses exchanged quips as they tried to arrive at an estimate of the crowd attending the rally. (This was after a high-ranking Missouri State Highway Patrol officer had told a questioner, "Your guess is as good as mine.")

One journalist, in an obvious fabrication, said he had talked to a White House spokesman who suggested a turnout of "a million." Laughter all around.

Another scribe, apparently keeping in mind the down-home flavor of the event he had just witnessed, said he thought it was enough to say, "A passel."

Subsequently, reporters' estimates varied between 10,000 and 17,000 people. So much for press conspiracy.

— — —

Scoutmaster Jack Purvis of Branson said he called a friend helping organize the rally about the possibility of his Boy Scouts participating. The Bush/Quayle people, thinking along the same lines, jumped at the offer.

So 56 scouts from several troops in area towns were recruited to wave large flags on either side of the stage where the president spoke.

"They told us to come and sit down and be on our best behavior," said Justin Hargis, 14, a member of Branson's Troop 290. "It's really an honor to be here."

Purvis said he was proud of how the scouts handled their assignment.

Partisan leanings aside, he said, "I think every kid ought to have an opportunity to see the president of the United States."

— — —

Missouri Bush/Quayle chairwoman Ann Wagner of Jefferson City was piqued at a dozen University of Arkansas students who smuggled Clinton/Gore signs — under their shirts and in their pants — into the Silver Dollar City rally.

She said the only signs being allowed on the premises were printed signs provided by the campaign and homemade placards prepared at a sign-painting party earlier in the week. She wanted the Clinton/Gore signs turned in or the students to take their protest outside to the public right-of-way.

"This is a Bush/Quayle rally on private property," Wagner said. "We're only interested in having our signs displayed."

"They're welcome to be here," she said. It's fine for them to enjoy the music and listen to the president, she said. But she added, "It's not their rally."

However, the issue wasn't forced. The Democrat supporters, standing far back in the crowd and surrounded by avid Republican sign-holders, kept their Clinton/Gore signs.

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Bush gets special accommodations

From Our Staff

President and Barbara Bush stayed in a makeshift suite at the Palace Inn next to The Grand Palace in the heart of the Branson strip.

The top floor's penthouse suite could not be secured for Secret Service agents to be on floors above and below the president. So the beds were moved out of a room on the fifth floor to make a sitting room for the "first couple."

A sofa, hauled from the upstairs suite, backs up to a headboard attached to the wall. Two occasional chairs, and a dining table and four upholstered chairs completed the furnishings.

Flower arrangements arrived Friday. The coffee table held a large basket filled with Branson gifts, prepared by the Ozark Marketing Council. Included were tapes and videos of area entertainers, cookies, a bottle of wine from Stone Hill Winery, fishing lures, even Uncle Roy's dog biscuits for Millie, the presidential pooch.

The adjoining room is a typical motel room with one king-size bed. Windows at each end of the hallway were draped with fabric. Bullet-proof glass panels reportedly were installed over the suite windows. A maid said the staff had been "cleaning like crazy."

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The Associated Press

President Bush and his wife, Barbara, are surrounded by a crowd carrying signs and wearing hats with Texas flags as they arrive at a rally welcoming Bush to Houston for the Republican National Convention Monday. Bush declared: "I'm going to roll up my sleeves and do what's right for the American people."

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GOP camp lacks fire in its belly

Hunger to grasp presidency less evident among Bush team than among Clinton boosters, who lack clout, affluence of administration

By Laurence I. Barrett
Newsday

"Incumbency enervates" runs the old political axiom, and the course of Campaign '92 confirms it. Here in Houston this week, the Republicans are generating enough standard convention energy to obscure that liability, but even a cursory review of the combat to date reminds one of the reality. The Bush team has been sluggish and complacent while the Clinton crowd reeks of adrenalin and gall.

The contrast has little to do with the fact that George Bush is old enough to be Dad to Bill Clinton and Al Gore. Personal vigor isn't relevant either, except in image terms. Bush may be every bit as healthy as the White House physician insists he is, and any reporter spending a long campaign day with the president would countersign that diagnosis. What's really at play is a hunger gap between the contending camps.

Hunger gap: The Clintonians have the appetite for power typical of any faction long out of office. As individuals, in fact, most of the advisers who have risen to the top of the Clinton pyramid have only read about Democratic administrations.

One exception to that, campaign chairman Mickey Kantor, has been nudged aside in day-to-day operations as influence collects around such neophytes in presidential politics as George Stephanopoulos, James Carville, Paul Begala and Stanley Greenberg.

For these operatives and a dozen more like them, victory this fall will put a capital C on their careers. Whether they take jobs in the White House or simply enjoy access to it, they rise to the political aristocracy. They will have their shot at fame and at shaping policy. Eventually, that currency can convert into wealth in private enterprise.

The Bushies are already there. The trio running the Bush-Quayle campaign prior to James Baker's advent — Bob Teeter, Fred Malek and Robert Mosbacher — achieved both power and affluence years ago. Even at the next level, senior advisers such as James Lake and Charles Black have become rich as administration consultants.

Obviously, the Republican handlers want to win. Who doesn't? But, with the exception of Baker, their **need** to win is less than their rivals'. Baker not only inherited outsize competitive genes along with wealth, but his own chance in 1996 hangs on Bush's fate.

Timing essential: The hunger gap has shown itself in ways large and small. A year ago, Bush's people were barely organized. The president was just beginning to face up to internal White House problems, while those who would become his campaign honchos wasted valuable time debating which of them would do what. During this self-indulgent period, the question of Bush's main message — both its content and its delivery — was ignored.

The Clinton crew a year ago was busily honing its major themes. While its table of organization would undergo several permutations, each version was stronger than the previous one. In taking on-the-job training under duress, the young chargers learned two crucial lessons: to counterpunch furiously when attacked and to campaign constantly at a fast pace.

Command post intensity: The difference between the campaign headquarters is almost a metaphor for the difference in appetite. In the Clinton headquarters in Little Rock, early morning or mid-evening, the prevailing atmosphere is cheerful chaos and great intensity. It reminds a visitor of a newspaper office at deadline time. The Bush command post in Washington, until very recently at least, felt more like an insurance brokerage. That has now begun to change, and Baker's return to active political duty will probably change it more. His first reform might be to impose a day-long fast for the purpose of producing keener appetites. If he cannot do that, and a lot more, the Republicans will face four years of skimpy rations.

BUSH QUAYLE 92
SPRINGFIELD NEWS LEADER
SPRINGFIELD, MISSOURI
SUNDAY, AUGUST 23, 1992

Hotel tells tales of Bush stay

By Christopher Clark
The News-Leader

BRANSON — When you're manager of the Palace Inn Hotel — the lodging of choice for the leader of the free world — a presidential stay brings anxiety, long hours and relief when it's finished.

Just ask Caryl Vermillion, who spent two weeks preparing for a visit that lasted little more than 15 hours. "We're wondering what could top this," she said. "We don't think anything will."

Bush's stay at University Plaza last summer during the Fourth of July weekend had its share of interesting oddities, and his night in Branson didn't disappoint.

A few of the quirks:

- Bush's entourage occupied 72 of the hotel's 100 rooms. The first couple stayed on the fifth floor in two adjoining rooms; one with beds and another cleared and filled with couches and tables for lounging. Large flower bouquets donated by a local florist decorated the rooms.
- A hundred new telephone lines were installed by the Secret Service, turning the hotel into a massive communications center that included telephone and video transmitting rooms for the press.
- The President practices B.Y.O.F. (Bring Your Own Food.) Two chefs, who usually travel with Bush, prepared his meals Friday and Saturday — complete with food flown in from the nation's capital — inside a small maids' room on the fourth floor.

"It's strange, isn't it?" asked Vermillion. "We were all wondering where or what he would eat."

- Two special bath robes, a blue one for George and red for Barbara, were made for their visit and worn by the couple Friday, Vermillion said.
- A rowing machine was put in Bush's room, but it's not known if he used it.
- Several members of the national and local White House press pool spent Friday night and early Saturday morning awake in the hotel's coffee shop, supposedly in case of emergency.

One of the more interesting moments involving the "first couple" came when Sharolyn Kostreva, a 31-year-old hair stylist from Hollister, arrived early Saturday for a style appointment with Barbara Bush.

Kostreva arrived at the hotel at 7:45 a.m. and was escorted to a room that held a vanity chair and mirror. Kostreva met the first lady, hugged her and sat her down as if she were a regular client.

"We looked at styles, we talked about families," Kostreva said. "She talked about her children and how proud she was of her family. I felt very much a part of things from the minute I was escorted up there.

"We did a classic style. She likes movement away from her face and up on the sides. She said she didn't want 'helmet hair.' That meant everything had to be perfect."

Thirty minutes later, the haircut Kostreva would never forget was finished.

"She said 'Ma'am, you're fast and you're really good.' Needless to say, I had a large grin on my face."

BRANSON DAILY NEWS
BRANSON, MISSOURI
FRIDAY, AUGUST 21, 1992

BUSH QUAYLE 92

Area welcomes Bush!

TN Staff

Today is the day.

The murals have been erected, the signs have been painted and even the cookies have been baked.

Everything is ready for the President of the United States' visit to the Tri-Lakes Area.

George and Barbara Bush are expected to arrive in the area sometime this afternoon for the Bush-Quayle rally in Parking Lot C at Silver Dollar City. Gates open at 1:30 p.m., with area entertainers beginning performances at 2:30 p.m.

Tonight, the president and the first lady will attend Moe Bandy's show at the Americana Theatre.

And those are the only items on the president's itinerary known to the public.

Speculation still abounds as to where the president is spending the night.

A prime candidate is the Palace Inn. The 100-room hotel on 76 Country Boulevard is the headquarters for the Secret Service and the White House entourage. It also is located near Moe Bandy's Americana Theatre. And, Branson Police Chief Steve Mefford has been told to have officers at the Inn.

However, Palace Inn staff members have not been told if the president will be a guest there.

"For all I know he could be here now," Palace Inn desk clerk Shelly Chamberlain said on Thursday evening. "They are keeping it real quiet."

One thing Chamberlain does know is that it is crazy around the hotel. "We're trying to check in tourists, answer 3,000 phone calls, take messages for the White House lead people and answer calls from the press every minute," she said.

Yet, she insists it is still fun. "We're all having a good time," she said.

Another possible site of overnight accommodations for the president may be Big Cedar Lodge, owned by John Morris, a longtime friend of Bush.

In addition, the lodge's Dogwood Canyon is believed to be the spot where Bush may squeeze in a few hours of fishing.

Dogwood Canyon, which is also owned by Morris, is a popular site where Big Cedar guests are brought to fish. Recent construction of a wrought iron fence surrounding the property facing Mo. 86 has led to local speculation that the president might be one of those guests. Secret Service agents also were rumored to be out on the grounds this week.

Tim Lee, general manager of Big Cedar, said he wouldn't confirm or deny that the president may fish at Dogwood but said he hopes he will.

Another possible itinerary item causing several rumors is the president's place of arrival and departure. Several fingers point to the M. Graham Clark Airport at the College of the Ozarks.

Although the college's Director of Aviation Joe Brinell said the president is not landing or taking off from the airport, but "he is leaving somewhere very close by."

On Saturday, the college airport will be closed to the public from 8 a.m. to 9:30 a.m., Brinell said.

"We're trying to keep it very low-key," he said. "We don't need a lot people up here. Besides, the general public would have a very hard time getting past a certain point up here anyway."

Staff at the college's Child Development Center, which is located on the road leading to the airport, have heard conflicting reports about Bush's transportation plans.

Secret Service agents told them on Tuesday that Bush was landing at the college's airport at noon, said administrator Sandi Sams.

So Sams had the children make welcome signs for the president, so he would see them when he drove by the center, and she encouraged them to wear red, white and blue today.

Yet on Thursday, Sams said she learned there had been a change in plans.

"Now we are told he is not going to land here, so who knows," she said. "We're just going to ad-lib. We're still going to make banners and hope at least some of the military drive by."

Brinell said he was not at liberty to comment as to whether any of Bush's entourage was landing at the airport.

Although local people have been preparing for the presidential visit for the past several days, the news is coming as a pleasant surprise to tourists who are discovering that they will be in Branson the same weekend as President Bush.

"It's like a huge, added attraction," said Dawn Erickson, communications director for the Branson/Lakes Area Chamber of Commerce.

Reactions have been varied, according to visitor staff members Doris Hayes and Don Behrendt.

Many tourists are thrilled to find that out they can attend Silver Dollar City and the president's rally on the same day. The park will be open for business as usual on Friday and will allow its visitors to leave the park to attend the rally in the southwest parking lot.

"They are just thrilled we have tickets available that we can give to them to attend the rally and to have as souvenirs," Erickson said.

Erickson estimates the chamber has distributed close to a thousand tickets.

Rosella Hamilton, executive director of the Table Rock Lake/Kimberling City Area Chamber of Commerce, said their office has received hundreds of inquiries about the Bush-Quayle rally and everybody is excited.

"We're just thrilled he's coming," Hamilton said.

People have telephoned as well as walked into the office to ask about the rally and to get the free

rally tickets. Many people seem con
cerned that they may get caught i
a massive traffic jam on the way t
and from the rally, she said.

Hamilton said she was aware of
few tourists who have decided t
extend their stay in the Tri-Lakes
Area after learning of the presiden-
tial campaign rally on Friday.

Chamber staff members have fre-
quently been asked why the presi-
dent has chosen to visit Branson.
"Our staff members tell them,
'Probably for the same reason you
did,'" Erickson said.

News that Barbara Bush is
accompanying the president in his
visit has been met with "delight,"
Erickson said. "A lot of people seem
to feel very close to her," she said.

BRANSON DAILY NEWS
BRANSON, MISSOURI
FRIDAY, AUGUST 21, 1992

BUSH QUAYLE 92

Bandy, staff prepare for tonight's show

TN Staff

Ray Kreutziger and the staff at Moe Bandy Americana Theatre are "running in circles."

"It seems like there's a thousand little things to be done before the president gets here," Kreutziger said. "We've been cleaning up and getting things ready, making sure the employees know the proper procedures and taking care of all the details that need to be taken care of."

Bandy will perform for President Bush at 8 p.m. today after the presidential rally at Silver Dollar City. The $20 tickets for the concert went on sale at 8 a.m. Monday morning. But by 8:15 the show was sold out.

All proceeds from the show will benefit the Barbara Bush Foundation and the Literacy Investment For Tomorrow-Missouri (LIFT), a statewide organization designed to help Missouri increase its adult literacy rate.

Tonight's show will mark the second time in less than a week that Bandy has performed live for the president. Tuesday evening, he performed his song "Americana" at the Republican Convention in Houston. But performing for the president is nothing new to Bandy. He has been friends with the Bush family for several years and campaigned with the president in 1988. Bandy also has been an overnight visitor at the White House and has spent a weekend at Camp David during Desert Storm.

"Moe's been around President Bush quite a bit," Kreutziger said. "It's still quite a thrill for him, though. I think he was a little nervous about performing at the convention but there's some nervousness about entertaining period. He's been an entertainer so long it's just an added edge. If he didn't have that edge he wouldn't be a good performer."

Kreutziger said Bandy will eliminate the intermission in tonight's show, performing for 90 minutes instead of the usual two hours. Other than that, the president will see pretty much the same show that other Moe Bandy fans see, Kreutziger said.

"Moe's excited about it," Kreutziger said. "I know he really wants to put on the best show ever."

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BUSH QUAYLE 92



From left, Cheri Leckrone; Sheila Wise; Janet Hill, owner of Branson Floral; and Marilyn McDaniel make the arrangements for the hotel rooms of President George Bush and his staff. The flower shop is delivering the arrangements to the Palace Inn.



Martha Lackey, seated at the table, and Sharon Budnick, back left, wrap the chocolate chip cookies that Jan Ladd makes for Bush and his entourage.

Law officers secure area for Bush visit

BUSH QUAYLE 92

BRANSON DAILY NEWS
BRANSON, MISSOURI
FRIDAY, AUGUST 21, 1992

by Linda Putman
TN Staff Writer

A presidential visit is a mixed blessing for area law enforcement agencies.

For a 24-hour period — 8 a.m. today to 8 a.m. Saturday — law enforcement officers will be working extra hours to ensure President Bush has a safe visit.

"It's kind of a different thing to deal with," said Branson Police Chief Steve Mefford. "On the one hand, it's a lot of fun and it's an honor. On the other hand, it's a lot of responsibility and a lot of work."

Several agencies are involved in the security measures associated with Bush's visit, which will include the rally at Silver Dollar City Friday afternoon, a performance at the Moe Bandy Americana Theatre Friday night, and departure from the Clark Airport at College of the Ozarks Saturday morning.

Plans are made, but they include flexibility, Mefford said. "You have to play it by ear and be flexible, but cover it 'in case this is what happens,'" he said.

The Branson Police Department's main responsibility will be to help secure certain sites within the city, particularly the theater and the motels where Bush and his staff will be staying, Mefford said.

Branson detectives have been assigned to help Secret Service staff at the Palace Inn and the theater, he said. At the sites, each officer will be assigned an area to guard to make sure people do not enter or exit, Mefford said.

Days off have been canceled, shifts will be extended and patrols doubled, he said. Other changes are that Branson officers will wear their hats to increase visibility and have helmets in their cars, Mefford said. But, problems are not expected.

"I haven't heard anything. There are no anticipated problems, just be prepared," Mefford said.

Securing the safety of a president is more than the Branson Police Department can handle, and the help of several agencies has been requested and received. "We just don't have enough people," Mefford said.

Officers from the Hollister, Forsyth, Kimberling City and Springfield police departments, in addition to Christian County deputies will assist the Branson police. Stone and Taney County sheriff departments will be on duty in their areas.

"It's great. If it weren't for them we would have a heck of a time. It takes a lot of people," he said.

The Stone County Sheriff's Department will work at the Bush-Quayle rally at Silver Dollar City. The department may also help with traffic, but a spokesman said he was not sure which roads — if any — will be closed during the Bush motorcade from Silver Dollar City into Branson Friday night.

The Missouri Highway Patrol will be the agency in charge of traffic control for the president's motorcade from Silver Dollar City to Branson and also will help secure sites where the president is scheduled to appear, Mefford said.

The Taney County Sheriff's Department will be responsible for helping to secure sites within the county and outside the Branson city limits.

In addition to local law enforcement, more than 100 security persons in Bush's entourage are in the area, Mefford said.

Other agencies, such as area fire departments are also involved. Herman Brinkman, fire chief for the Southern Stone County Fire Protection District, said his personnel were requested to use their equipment to fill dozens of 50-gallon barrels with water, and the barrels will be used as barricades at the rally site.

It is the first time a president has visited Stone and Taney counties, according to several people.

It is the first time Taney County Chief Deputy Theron Jenkins can remember.

"Good or bad, it will be a lot of publicity for the county, and I guess it would have to be considered an honor for him to pick out our county for the second day of his campaign kickoff," Jenkins said.

"It also might have something to do with Clinton living next door, too," he said.

Although Mefford said he was a police officer in California when President Gerald Ford visited his town, it's the first time he's been in a position of leadership. "This time I'm in on the ground floor and get to be in on everything," he said.

Mefford said he will attend the Friday night show at Moe Bandy's theater, and he is supposed to meet the president at some point.

Branson police are used to big crowds — more than 25,000 people attend the annual Adoration Parade — but Bush's visit is a challenge, Mefford said.

While most of the spotlight will be on Bush, the rest of the city will remain protected. "As the host agency, we have to worry about our own problems in addition to the president," Mefford said.

More officers and cars will be on the street, he said. "Our response should not be affected by this, unless traffic is really bad."

The cost to the city will be approximately 80 hours of overtime for the police department, hesaid.

Overtime hours during the area's busy tourism season are a regular occurrence for Branson officers. By September most of them are tired, Mefford said.

But the officers understand, he said. "Most are looking forward to it (Bush's visit) because it will be kind of different. But when it's over with, it will be a relief."

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Branson Police Chief Steve Mefford, far left, meets with members of his staff to explain final details of security procedures during Bush's visit.

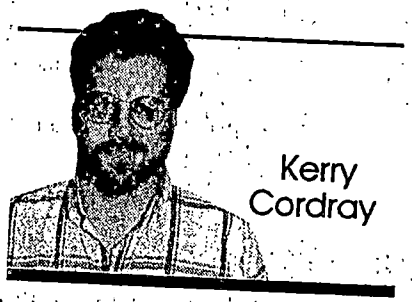
Dear Mr. President, don't forget trout fishing

Dear Mr. President,

Sorry I can't make it out to see you and all the glittering country stars out at the city today. Some folks have to work for a living.

I understand that while you are stopping through you are going to get to do a little bit of "the tourist thing" — see a little of SDC, catch a country show, that sorta stuff. Good for you. Nothing like the leader of the free world getting down and having the same good times as the common folk.

While you're at it, might as well try for the whole authentic Branson experience. Don't forget to grab an overpriced fried-food buffet and buy a few handmade local knick-knacks. I just know it would make a corner of the ol' Oval office real down-homey to have a woodcarving of a hillbilly sleeping one off against the side of an outhouse, or a sawblade with a barn painted on it in slightly skewed perspective. Just double check to make sure whatever you buy doesn't say "Made in Taiwan" on the bottom.



Kerry Cordray

It would be a shame if all you get to see in the area are the places on the strip. Try to set aside a few hours to go on a little tour of the area's most charming offbeat sights. Some favorite snapshots: the world's largest/silliest/only? concrete rhinoceros, country megastars wearing dark glasses in the produce section at the grocers' trying to thump melons without being mobbed, the Beverly Hillbillies' jalopy proudly displayed next to a Rolls-Royce at C of O, and Hollister's cute little police station-in-a-caboose. These are the kinds of little things that make this country truly great.

But Mr. President, as I really think about it, if your visit to the Ozarks is going to be complete, the one thing to do is go trout fishing on Taneycomo. Hire a guide and do it up royal.

And there's a potential added bonus. You can listen to the clairvoyant language of the trout, and get valuable advice about what to do with the country.

BUSH QUAYLE '92
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No, you are reading me right. Hear me out. You see, contrary to what biologists will tell you, my considerable experience at not catching fish has brought me to the point-blank realization that trout are our planet's most intelligent, generous, and highly-evolved life form.

These shy creatures sacrifice themselves willingly for thousands of casual sport fishermen every day, giving their lives generously to those who seek them out for simple sport. But, as a genuine carnivore (me) who only seeks to reap them for their available protein hits the lake, an extra-sensory mind-message, barely audible to discerning humans, is broadcast out to all their race ("Don't eat. There's a non-sportsman in our midst, wishing to do us harm.")

I have attempted to fool them by fishing only with artificial lures, but they have their scouts out, they know what's going on. It's especially embarrassing when I know they have shared this information with all the sport fishermen near me on the lake. They look at me in an irritated way, aware that I am the reason they also are being skunked for the last hour, muttering nasty things bout me under their breath.

But it is worse when I am fishing with corn and the clairvoyant trout-message goes out: "He's using corn. Eat only salmon eggs and marshmallows." Everybody around me changes bait and starts catching fish, as I am left with a can of corn and an empty stringer. The trout that inhabit my freezer are without exception there because of the generosity of my sporting friends.

So, to get back to your visit with the trout, Mr. President, I know you are a sportsman, so let me hire us a guide and a boat and take you after a Taneycomo trout. I will leave my tackle at home so you'll get to catch, hold, and mind-meld with our planet's most advanced species. I'm sure they'll give you some worthwhile words of wisdom ("You human-types are really okay and pretty harmless, really, if you just wouldn't make so darn much trash and keep throwing it in our lake"). The trout might give you a trip or two to steer you to the better country music shows more accurately than I could, never having actually gone to one.

And most importantly, being out on the water on an August evening in the Ozarks — an eyeful of sunset, a whiff of the breeze, and the gentle rocking of the boat — Mr. Bush, you will know at that moment what the real attraction of the Ozarks is. It has nothing to do with theme parks, shopping, restaurants, and least of all country music. You could put all of these in a city...and I often wish someone would.

The Ozarks I'd like you to experience are the Ozarks I love because they still smell, look, feel and taste something like I imagine they must have been a few decades back. And as much as I enjoy poking fun at them once a week in this little column, I still think this place is a pretty decent little slice of planet Earth.

Fondly,
Kerry

Columnist Kerry Cordray lives in Hollister.

BUSH QUAYLE 92

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Stop the blaming and do something

After 25 years in journalism, I am accustomed to being blamed for everything from recessions to fish kills, but a charge leveled in a Time interview last June was downright rank, and I refuse to accept it.

Explaining what's wrong with America, Sen. Kent Conrad, (D-N.D) said: "I think the media ... bear substantial responsibility for the frustrations people feel about government."

No, no, Mr. Conrad, you've got it all mixed up. The myopic manner in which we are being governed is your stinking mess, not mine. Politicians speak, act, waffle, cavort, fib and flipflop. Reporters report, and sometimes analyze.

Like this: George Bush and Bill Clinton are both equivocating on the economy. The claptrap that Bush is disbursing approaches bald-faced lying. Clinton is being only a little more truthful, but much of his baloney can be laid on the fact that he has yet to deal with the exigencies of big budgets.

You are welcome, Mr. Conrad. Edifying is my middle name. And since it is critical in an election year that the public know the source of the pollution that hangs in a thick haze about them, I would like to continue with this analysis.

While clearing their throats for their convention, the Republicans took out after Clinton's economic proposals. George Bush said the only program Clinton would cut is "subsidies for honeybee farmers." Dan Quayle said Clinton's schemes would eliminate two million jobs a year. Deputy campaign manager Mary Matalin said Clinton would destroy small business.



Joseph Spear

A few facts: Domestic spending under George Bush has been increasing 8.7 percent a year — faster than under any president in the past quarter century — and his claim that it is Congress' fault is a flat-out falsehood because he has requested billions more than the lawmakers have let him have.

Jobs? Job-growth during Bush's term has averaged seven-tenths of a percent a year, compared to 11.2 percent for one of his favorite villains, Jimmy Carter.

Small business? During the first five months of 1992, 42,000 businesses failed in this country — a 16 percent increase over the same period of 1991.

It is difficult to pinpoint Clinton's hypocrisies because he had nothing to do with the economic fix we are in. But what they have already done is not the most important thing anyway. The paramount question is what will they do about it? And it is here that the gaseous emissions made a body gasp for oxygen.

Clinton wants to "invest" $50 billion in America. What he really means is he wants to spend, and he says he will pay for it by taxing the rich and trimming costs. And the deficit — that nagging little $400 billion puddle of red ink at the bottom of the page that sucks $300 billion in interest out of our pockets every year? — well, we'll just grow out of that.

Bush wants to.... What does Bush want to do?

He has personally presided over the highest deficits in history and a trillion-dollar increase in the national debt, so whatever he suggests is a wee bit suspect. Mainly, he wants a cut in the capital gains tax, that miraculous Republican cure-all for collywobbles, chilblains and constipated economies. And the deficit, that stuff that gets piled on that thing called the national debt — heck, we'll just grow out of the darn thing.

So here we are, back on the same old stumps, preaching the same old poppycock that has been nudging the nation toward bankruptcy for two decades.

Why is it that so few of our leaders will consider the stabilizing effects of a balanced budget? Why can't they look back 30 or 40 years, when the economy was relatively healthy and the deficits were relatively modest and understand the two phenomena were related? Why won't they tell us the truth, that cutting this god-awful tumor out will hurt but will save us in the long run?

You and your associates just do it, Mr. Conrad. Joe Edifying and his colleagues will report it.

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Rethinking the Great American Dream

by Howard Siner

What ever happened to the Great American Dream? It's alive and struggling. But don't tell the rest of the world that Americans are beginning to have second thoughts about the future.

The rise of consumerism around the globe is the most rapid and basic change ever seen in the day-to-day life of the human species, according to Alan Durning of Worldwatch, a Washington, D.C.-based environmental group.

"Over a few short generations, the affluent fifth of humanity has become car drivers, TV watchers, junk-food eaters, mail shoppers and throwaway buyers," said Durning. "The rest of the world, meanwhile, is watching us on television and it aspires to our consumer lifestyle."

Durning, a senior researcher at Worldwatch, believes we live more differently from our great-grandparents than did any previous generation.

"The consumer society as we know it was born in the 1920s," he said. "It started with the advertising industry, the heavy emphasis on mass production and name brands, the beginning of the spread of the automobile.

"But this whole thing really kicked in after World War II. That's when it moved from kind of a novelty to a way of life in the United States. Gradually, it spread outside of the United States. So, today about one billion people live more or less as we do here."

Grouped as modern world-class consumers are most people in North America, Western Europe, Japan, Australia, Hong Kong, Singapore, Israel and the oil sheikdoms of the Middle East. So too about half of those in the old Soviet Union and Eastern Europe. Plus about 20 percent of the people in Latin America, South Africa, South Korea and other newly industrializing Asian states.

"The increase of commercial television throughout the world is probably the single most important factor in the spread of consumer values," according to Durning. Biggest attractions: shows and films made in the U.S.A.

The average person today is four and a half times richer than his ancestor was at the beginning of the 20th century — but not that much happier.

These matters are detailed in his new book, "How Much Is Enough? The Consumer Society and the Future of the Earth" (W.W. Norton, $8.95). It's the second book in the Worldwatch Institute's Environmental Alert Series.

The key conclusions, based on three years of research, are:

•"The global environment cannot support 1.1 billion of us living like American consumers, much less 5.5 billion people."

•"The consumer society's exploitation of resources threatens to exhaust, poison, or unalterably disfigure forests, soils, water and air."

•"Ultimately, sustaining the environment that sustains humanity will require that we change our values."

Talking about his findings, Durning suggests that many Americans are only now beginning to question the personal wages of success. He says the average person today is four-and a-half times richer than his ancestor was at the beginning of the 20th century — but not that much happier.

"We're now in a constantly changing mood in America, in a period of reflection," said Durning. "There's political talk of traditional values and family values. Even the context of a lot of advertising now emphasizes family and friends, lasting values, common sense, simplicity, things like that.

"I think there's sort of a mood that consumerism — at least the excesses of crass consumerism — is being seen as somewhat shallow. "But there's a chance that this is just a cycle, that this is just a pendulum swinging back and forth.

It might be that people are just trying to make a virtue out of necessity — we're in a recession, so people try to appreciate the simple things in life."

Yet Durning points to fundamental research showing that materialism — based on "keeping up with the Joneses" and the Wall Street notion that "net worth equals self worth" — really doesn't buy much happiness.

"Consumption plays a very minor role in determining people's satisfaction with life," Durning said.

"The three things that play much more important roles are the quality of social relationships between the family, the sense of reward that people receive from the meaningfulness of their work and the quality of leisure time," he said.

Nevertheless, the rat race is a worldly affliction. It's fueled by the allure of consumerism. In constant dollars, the people on Earth have consumed as many goods and services since 1950 as all previous generations ever did.

Leading the way, of course, is upwardly mobile America. Compared to their parents in 1950, today's Americans, on average, own twice as many cars, drive more than twice as far, and cover 25 times as much distance by air.

What's the hurry? "The pace of life accelerates as countries industrialize and commercialize," said Durning. Which is why the working hours in modern countries still exceed those before the Industrial Revolution.

Durning also worries about the persistent government belief that ever increasing consumption is the right way to ensure full employment.

He warns that only a high-tech culture of permanence — perhaps featuring such elements as bicycles, laptop computers, low-meat diets and fiber optics — will lead to an enduring way of life.

"We can start to rethink our assumptions," said Durning. "In a democratic society, there's no alternative to informing people and believing that in the end they'll do the right thing."

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Howard Siner is a syndicated columnist for the Newspaper Enterprise Association.

THE WHITE HOUSE

Office of the Press Secretary
(Branson, Missouri)

For Immediate Release August 21, 1992

REMARKS BY THE PRESIDENT
TO BUSH-QUAYLE '92 RALLY

Silver Dollar City
Branson, Missouri

4:36 P.M. CDT

THE PRESIDENT: Thank you all very much. Thank you so much. What a wonderful welcome back to the Ozarks. Thank you very, very much. (Applause.) May I just salute our great Governor, John Ashcroft, thanking him for all he's done to strengthen the American family and to bring decency and honor to the governorship of this state. He has been superb. (Applause.) And I'm glad that all the entertainers, these marvelous stars who stand for grassroots America are with us today. They are friends, and we honor them. And I know why you came here: just to hear them. So thank you very, very much. (Applause.)

And may I tell you -- perhaps it sounds a little bit prejudice -- but I think Barbara Bush is doing a first-class job as First Lady of this land. (Applause.) And if you ask Barbara, she'll tell you that my favorite kind of music is a two-way tie between country and western. And so, for me to visit Branson is really a dream come true. And America loves country music because I believe country music really loves America. And it's a great pleasure to be here.

And let me talk just briefly this afternoon about the choice that we face this fall. I might even mention a couple of country songs along the way. This is my second stop after our great Republican Convention in Houston that ended yesterday. (Applause.) And now we've got seventy-some days left --

AUDIENCE: Four more years! Four more years! Four more years!

THE PRESIDENT: -- seventy-some days left to take our message of hope for a safer and stronger and more prosperous America to every voter. I will take on the Governor of Arkansas, I will define him, and we will win. (Applause.)

You know, last week he gave an interview, Governor Clinton did, where he sounded as if he was getting ready to measure the drapes in the Oval Office. Well, I've got news for you: Not so fast. I believe that, come November 3rd, my opponent and his saxophone will be playing that old Buck Owens classic, "It's Crying Time." (Applause.)

You know, last night I had a chance -- last night I had a chance to have some straight talk with the American people. And one of the questions I wanted to answer was, why, with all the challenges at home, foreign policy is important. Look, remember back to those days when the kids -- and some of you were there then -- had to climb under your desks to practice nuclear war drills? I saw the chance to rid our children's dreams of the nuclear nightmare, and I did it, and I am proud of it. And the American people supported me. (Applause.)

And if that Clinton-Gore ticket doesn't understand it, I believe the American people do -- that our kids can now sleep in the sunshine of peace is good for the American family,

good for the entire world. (Applause.) Do you remember -- you remember Garth Brooks' song -- "One Dream Per Customer"? Well, to me, that's not a bad description of our great country. Because freedom means that every citizen can have their dream. And in the past four years, more people -- more people around the world were able to have their first dream of freedom than at any time in human history. And with your help and the help of the American people that kept America strong, we got that done. (Applause.)

If the opposition doesn't think that's important, let them to go ethnic America. Let them talk to people whose families still live there, or families that came here for the first time. Let them discuss that. And let those Clinton-Gore people hear from the American people that freedom is important, and I am glad I had a hand in bringing it about. (Applause.)

And there's another side of all of this. There's another side of a more peaceful world. And that means that this new freedom brings new demands for American products -- all American products. And that means jobs for the American people.

Now, my opponent's ideas, they are clear, present and dangerous. He says he's converted -- he's not a liberal. But right out of the block, he offers $220 billion in new government spending, and that -- that's true -- and that $150 billion in new taxes, the largest tax increase in history, and he calls that investment. He wants to invest your money in government spending, and I'm not going to let it happen. (Applause.)

When you peel away all his nice-sounding rhetoric about the plan he's got, the impact of his plan can be summed up by a song by my old friend, Loretta Lynn -- "When The Tingle Becomes A Chill." (Applause.)

I propose a dramatically different way to create new jobs. I believe that we get a change in Congress, we can do it this way: Cut the government spending and then cut the taxes. Get it down. Get government further out of the lives of the people. (Applause.) And the Congress, that gridlocked Congress has failed. And last night I promised a new idea: To let you, the taxpayer, check your income tax form to designate up to 10 percent of your taxes for one purpose -- reduce the deficit. And then, to the degree you check it, put lids on so we have to reduce the spending so to go with that deficit reduction. (Applause.)

They get on me about spending -- look, I've sent up to the Congress proposals to eliminate over 200 government programs and 4,000 projects, and I've asked for a freeze on discretionary spending. And that gridlocked Congress has refused to go along. And so today, I say let's give the American people the freedom to do what Congress has refused to do and been unable to do for 38 years under that liberal Democrat control. (Applause.)

As I say, I want to go further. As we cut the spending, I believe we can cut those taxes and give families more money to pay their bills and businesses more incentives to hire new workers. And the Congress linked in to Bill Clinton say no, and I say yes; that's the way to bring prosperity back to the United States of America. (Applause.)

We have other priorities.

AUDIENCE: We want Bush! We want Bush!

THE PRESIDENT: We have other priorities. Let me tell you about health care. My opponent has a plan that would lead to a back-door government takeover of our health care system and would slap a tax on the already overburdened small

businessman and small businesswoman in this country. I want to unfetter small business, not stick a new tax on them. (Applause.)

And I have a different approach to health care. The plan I've got to the Congress that the gridlockers refuse to move on -- and what it says is make insurance available to all, the poorest of the poor and everybody else. Get these costs under control. Do something about these malpractice lawsuits. But do not turn the health care over to the government -- would run it like they ran the post office and the bank. (Applause.)

We've got a great plan to renew our schools. And God bless the teachers that are out here today. (Applause.) We also have another plan, and that is put the lid on some of these crazy lawsuits that are costing our economy hundreds of millions of dollars, scaring coaches out of the Little League, scaring doctors out of the medical profession. Suing each other too much and caring for each too little. And I want to change it. (Applause.)

And you might ask why haven't you done that as President? I'll tell you. We've had proposal after proposal up on Capitol Hill to do it, to change the law, and the gridlocked Congress doesn't dare think about it because they are in the pocket of the trial lawyers association. And that's a fact. That is the fact. (Applause.) And I'm going to keep telling the American people that.

Blocked by the gridlocked Democratic-controlled Congress. Remember that. You're going to hear a lot about it for 74 days.

All right, let me give you another example. I mentioned it last night. On the day I sent the planes over Baghdad -- God bless those men and women of Desert Storm -- (applause) -- on that day I sent a new energy program to the Congress. It took 43 days to win the Gulf War, but it has taken 533 days -- and still counting -- to get Congress to send a national energy program down to the White House. That is too long. The Congress is in gridlock. They don't dare move.

Too many --

AUDIENCE: Clean the House. Clean the House --

THE PRESIDENT: That's it: clean the House, clean the House. (Applause.) That is the expression. That's it. All right, I'm going to be saying that from now on, too. That is exactly right. That is the problem -- 38 years the Democrats have controlled the House. You ought to be able to just make a mistake and get a change in one time -- they've never done it. Throw them out with their PACs, their privileges, and their perks. And give us a chance. (Applause.)

Tomorrow, Branson, I understand, is hosting the 5th Oldtime Fiddle Contest. I wouldn't be surprised to see all the liberal leaders of the Congress there, signed up, participating as a team -- fiddling while America gets burned by their inaction. (Applause.) But make no mistake about it, that Clinton-Gore ticket are locked, they are interlocked with the gridlocked Congress. And I'm not going to let the American people forget that. We've got to change the Congress and send Bill Clinton back to live happily after across the Ozark Lake. (Applause.)

So I've got two messages. Two messages -- first, for the opponent: Follow that old Elvis Presley song, Return to Sender. Return him over here across the lake. (Applause.) And then, you may have guessed it, break up the gridlocked Congress. Kick the liberals out of Washington. Give me a Congress that

will cut the spending and cut the taxes, and do what is right to get our great country moving again. (Applause.)

You know, the thing that got me the most about this Governor across the way is when he said we were ridiculed around the world. We are not. We are the most respected nation in the world. Let him tell that to the leaders there and they'll tell him he's wrong. (Applause.) And if he wants to say we're ridiculed let him tell that to the men and women that fought in Desert Storm and see what happens to him. (Applause.)

So, yes, I am proud to say we have changed the world. And now we've got to move this country forward. And my good friend, Randy Travis, put it this way: There is no stopping us now. And thank you for this hospitality, thank you for this fantastic welcome.

And let me put it this way. Here's the way it's going to be, from now on out. Do you remember the Son of Missouri, Harry Truman? He was a big underdog. And he fought back. And he wrapped another governor challenging him right around that do-nothing Congress. I'm going to do the same thing with the Governor of Arkansas -- wrap him to the gridlocked Congress, take my message of peace and a stronger America to the American people, and win this election -- not for me, but for the American people. Thank you very, very much. Thank you. (Applause.) Great rally. (Applause.)

END 4:55 P.M. CDT

FACT CHECK COPY

Introducing POTUS

McGroarty/Nix
August 19, 1992
3:00 p.m.
[branson]

PRESIDENTIAL REMARKS: BRANSON RALLY
BRANSON, MISSOURI
AUGUST 22, 1992
~~XX:00~~ P.M. ~~??~~ 4:30 p.m.

Thank you all for this warm welcome. [Acknowledgements.]

When people ask me my favorite music, I tell them it's a two-way tie: between country ... and western.

And they say you don't know country -- until you've been to Branson. //

America loves country music -- because country music loves America. // That's why I'm so glad to come to Branson to kick-off our crusade to bring America back to the values that made us great -- and take America forward to its future. //

USA Today Aug 13

I know, my opponent's counting me out. If you saw the USA Today story last week, you'd say he's counting his chickens. He's already talking about who'll be the Deputy Under Secretary of every cabinet, and where he'll go to get away from the White House for the weekend. I half expected to find him in the Oval Office measuring it for drapes.

Well, I've got news for Bill Clinton:

Forget the drapes. It's curtains. //

Come November 3rd, he'll be singing that ~~old~~ classic Buck Owens tune: it's "Cryin' Time." //

Maybe I'll get Buck to send Bill the sheet music ... for saxophone. //

(417) 839-2809

H1 | 65 Backed up to Little Rock Forsyth

76 E+W 65

The Strip Hwy. 76 to 65 (3 miles Arkansas

I came in today by helicopter, Marine One. / 76 was backed up all the way to [....]. Little Rock 3½ hr.

Seems there was a bus ... stuck in the left lane. //

76 to 65

Last night, I began a conversation with the American people. Straight talk about the big issues that shape the world -- about the values close to home: I'm talking about jobs, about family and faith -- about neighborhoods free from crime -- about a world free from fear. //

Today, I want to talk to you about the sharp choice I intend to offer Americans this fall -- a choice between different agendas, different directions, and yes, a choice about the character of the man you want to lead your nation.

If you listen to the other side tell it, you're for them if you're for change. But this election is not just about change -- because change has a flip-side ... called trust. When you get right down to it, this election will be like every other: When you pull that curtain closed and cast your vote November 3rd -- trust matters. //

When the phone rings in the middle of the night in the White House ... when a crisis comes half a world away ... the American people want to know that their leader has the experience, the background, the "guts" to do the right thing.

I'm proud of the changes we have made together. Proud of America's victory in the Cold War -- proud that in the past four years, more people have taken the first breath of freedom than at any time in human history. //

Liberals want to rewrite that history -- but we won't let that happen.

In the 70's, we wanted to build a stronger army -- the liberals hollowed it out.

In the 80's, we stood up against the Soviets, stood for equality in the nuclear arms race -- they wanted to freeze us in second place.

From Angola to Nicaragua and Afghanistan -- we said -- let's stand up for freedom -- they said "lets negotiate, deliberate, procrastinate."

Now the Cold War is over and they claim -- "hey, we were behind you all the way!" Yeah, way behind us. Their behavior reminds me of the old con man's advice to the new kid. He said son, "if you're being run out of town, just get it front and make it look like a parade."

If we'd have listened to the liberals -- we'd still be living with the Berlin Wall, we'd still be worried about the Warsaw Pact, there'd still be Communists in the Kremlin threatening a world with war. //

My opponents say I spend too much time on foreign policy -- and let me say this in return.

I saw the chance to rid our children's dreams of the nuclear nightmare -- and I did. I seized the opportunity so that our kids and our grandkids will never have to climb under desks in nuclear drills as children once did. I will never apologize for

We don't want to define Crane as credible opponent - Only Clinton is opponent

one single minute spent to make this world a place of peace for our children. //

But this I know: America's work in the world is far from over. The Soviet bear may be extinct -- but there are still plenty of wolves in the world. As long as I am President, no madman will get his finger on the nuclear trigger // As long as I am Commander in Chief, America will remain safe and strong.//

Electing a leader who will keep America strong is trust in the traditional sense. But that's just part of the picture. Each election is a referendum on the future -- and what we want it to look like. I stake my claim on a simple philosophy: To lead a great nation ... you must first trust the people you lead.

Look at every big issue we face. You'll see a choice -- a choice between we who put our faith in everyday Americans, and the folks who put their faith in government.

And if you haven't heard by now what the "Government First" crowd has planned, let me give you just a couple details:

First -- they're calling for over $200 billion dollars in new spending -- and another $150 billion in new taxes.

Now, they're going to come back at me and say: "Wait one minute. We're the new breed. We're no Walter Mondale or Mike Dukakis."

Well now ... maybe they're right. //

I don't want to be unfair ... to Mr. Mondale or Mr. Dukakis. $150 billion in new taxes is more than they the two of them ever dreamed of offering. //

Do you believe that the federal government is already big enough -- and taxes too high? Do you want fewer lawsuits, fewer regulations, and more opportunity for small businesses? Do you think that competition can help cure the ills that plague our schools, and bring the cost of health care down?

If you believe in these ideas -- then you believe in my ideas.

We trust the people -- not the government -- to create the jobs and get this economy moving again.

We trust parents -- not the government -- to make the decisions that matter in life. //

We trust parents -- not the government -- to choose their children's schools: public, private or religious. //

We trust parents -- not the government -- to choose their children's child care. // When the other side says, "government knows best" -- I say: Parents know better. Parents know better than some bureaucrat in Washington, D.C.//

I've been criticized for having a global vision, but this to me is the defining challenge of the 90's. To take advantage of our victory around the world, to build a more secure nation here at home.

The American people must ask this question -- who do you trust to bring together foreign policy, security policy, and economic policy -- so that it can make a difference in your hometown -- your neighborhood -- your life?

Well, count on it: We're going to help Congress curb its appetite. / We're going to freeze federal spending -- freeze it right now. And if Congress gets the urge to spend, to do a little late-night snacking at the pork barrel, I'll slam the lid shut with a veto.

We're going to help Congress cut the deficit. / I say: Give the people the power to dedicate 10 percent of their tax dollars directly to the deficit.

If Congress won't act -- then the people will. Won't that send a powerful message to Washington! //

I may just have Hank Williams, Jr. serenade the House and Senate: "A little less talk and a lot more action." //

Tomorrow, I hear downtown Branson is host to the 5th Annual Oldtime Fiddlers Contest.

So now I know: That's what the Democratic leadership does on its recess.

Let's clear the old time fiddlers out of the Congress -- and leave the fiddling to Shoji Tabuchi. //

I am going take my fight to every corner of this nation -- and I'm going to make the case not just to re-elect me -- but to give Congress back to the people. The House of Representatives has remained in the same control since Khrushchev ruled the Kremlin ... since Castro's coup in Cuba. But today, the status quo is under siege: The only way to break the deadlock in Washington is to clear out the deadwood on Capitol Hill. //

Khrushchev died 1971

POTUS Speech Aug 19 Pasadena Houston, TX

Now, you've heard the Democrats's favorite tune. America ridiculed around the world. America in decline -- past its prime. It's like a broken record: running on 33 1/3 in a 45 rpm world.

It's not a 45 rpm world It's a CD world now 45's were the old days

I guess that's one reason I love country. I get so tired of my Opponents -- always singing the blues. //

why keep hammering this home?!

I know this race is long, and we are far behind. And yet I also believe -- deep in my heart that we will win. //

We will win because our ideas are stronger. We will win because we trust the people, not the government. We will win because we understand the American way.

Barbara and I want to thank the good people of Branson for your support -- and may God bless this great nation -- the United States of America.

# # #

I am not the light of my life
I am the light of your life.

Brief opening remarks
Welcoming Remarks
Introduce theater

Theme of 8 plays
Welcoming
Brief remarks
Introduce theater
Introduce Director
Explain what we are doing
Explain why we are doing
Explain why we are doing
Explain why

Document No. 34605155

WHITE HOUSE STAFFING MEMORANDUM

DATE: 8/21/92 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: BRANSON RALLY
BRANSON, MISSOURI
AUGUST 22, 1992, SATURDAY

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	HORNER	☐	☐
SKINNER	☐	☑	MCBRIDE	☐	☑
SCOWCROFT	☐	☑	MOORE	☐	☑
DARMAN	☐	☑	PETERSMEYER	☐	☑
BRADY	☐	☑	PORTER	☐	☑
BROMLEY	☐	☐	PROVOST	☐	☑
CALIO	☐	☑	SMITH	☐	☑
DEMAREST	☐	☑	YEUTTER	☐	☑
FITZWATER	☐	☑	KAUFMAN	☐	☑
GRAY	☐	☑	FINDLAY	☐	☑
HOLIDAY	☐	☑	MCGROARTY	☐	☑

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

21 AUG 21 P1:09

August 20, 1992

MEMORANDUM FOR THE PRESIDENT

FROM: DAN MC GROARTY

SUBJECT: BRANSON RALLY

On Friday at 4:30 p.m., you will take part in a rally in Branson, Missouri -- the Country-Western capital of the world.

The speech echoes themes from the convention address, and is your final speech of the day.

The humor draws on local color in Branson. For instance, Shoji Tabuchi is (as you may well know) Branson's famous fiddler.

McGroarty/Nix
August 20, 1992
6:00 p.m.
[branson]

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BRANSON, MISSOURI
AUGUST 22, 1992
4:30 P.M.

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And they say you don't know country -- until you've been to Branson. //

America loves country music -- because country music loves America. // That's why I'm so glad to come to Branson to kick-off our crusade to bring America back to the values that made us great -- and take America forward to its future. //

I know, my opponent's counting me out. If you saw the USA Today story last week, you'd say he's counting his chickens. He's already talking about who'll be the Deputy Under Secretary of every department, and where he'll go to get away from the White House for the weekend. I half expected to find him in the Oval Office measuring it for drapes.

Well, I've got news for Bill Clinton:

Forget the drapes. It's curtains. //

Come November 3rd, he'll be singing that old Buck Owens classic: it's "Cryin' Time." //

Maybe I'll get Buck to send Bill the sheet music ... for saxophone. //

years, more people have taken the first breath of freedom than at any time in human history. //

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In the 70's, we wanted to build a stronger army -- the liberals hollowed it out.

In the 80's, we stood up against the Soviets, stood for equality in the nuclear arms race -- they wanted to freeze us in second place.

From Angola to Nicaragua and Afghanistan -- we said -- let's stand up for freedom -- they said "lets negotiate, deliberate, procrastinate."

Now the Cold War is over and they claim -- "hey, we were behind you all the way!" Yeah, way behind us. Their behavior reminds me of the old con man's advice to the new kid. He said son, "if you're being run out of town, just get it front and make it look like a parade."

If we'd have listened to the liberals -- we'd still be living with the Berlin Wall, we'd still be worried about the Warsaw Pact, there'd still be Communists in the Kremlin threatening a world with war. //

My opponents say I spend too much time on foreign policy -- and let me say this in return.

I saw the chance to rid our children's dreams of the nuclear nightmare -- and I did. I seized the opportunity so that our kids and our grandkids will never have to climb under desks in

I came in today by helicopter, Marine One. / I noticed I-65 was backed up all the way to Little Rock.

Seems there was a bus ... stuck in the left lane. //

Did I mention? It was going south. //

Last night, I began a conversation with the American people. Straight talk about the big issues that shape the world -- about the values close to home: I'm talking about jobs, about family and faith -- about neighborhoods free from crime -- about a world free from fear. //

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nuclear drills as children once did. I will never apologize for one single minute spent to make this world a place of peace for our children. //

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I guess that's one reason I love "country." I get so tired of my Opponents -- always singing the blues. //

I know this race will be tough. But I know something else: deep in my heart -- I know that we will win. //

We will win because our ideas are stronger. We will win because we trust the people -- not the government. We will win because we understand the American way.

Barbara and I want to thank the good people of Branson for your support -- and may God bless this great nation -- the United States of America.

# # #

Jimmy Buffet - no

Hank Williams doesn't get involved in politics. Stays out of it.

August 17, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MCGROARTY

FROM: MICHELE NIX

SUBJECT: COUNTRY MUSIC SONG TITLES

Here are some country music titles that we could use for the Southern, down-home sites -- particularly the Branson event, where many of the singers mentioned below have theaters. A few of these titles are a little harsh, but I threw them in just for fun.

- "When the Tingle Becomes a Chill" Loretta Lynn (Bush supporter)
  -- when people realize what Clinton is all about
- "One Dream Per Customer" Gatlin Brothers
  -- Re Dems trying to separate foreign policy from the economy, that you have to be focused on one or the other; we know that both go hand in hand
- "Who Did They Think He Was" Conway Twitty
  -- Re Who was that masked man? Clinton: Liberal in sheep's clothing; Gore: Liberal in veep's clothing
- "Under Your Spell Again" Buck Owens
  -- duped moderates to Clinton and Gore's liberal voodoo (doo doo)
- "My Heart Skips a Beat" Buck Owens
- "Cryin' Time" Buck Owens
  -- get ready Democrats, here we come
- "Your Squaw is on the Warpath" Loretta Lynn
  -- Hillary, Hillary, Hillary
- "Don't Let Her Know" Buck Owens
  -- I bet you can guess this one
- "Heart of Glass" Buck Owens
  -- what Clinton/Dems have
- "Every Time I Think It's Over" Conway Twitty

- "Card Carryin' Fool" Randy Travis
  -- every Democrat (ha ha)

- "Pass it on Down" Alabama
  -- re children burdened with Dems fiscal folly. "When I asked them to give me a balanced budget amendment, they just covered their ears and sang "No, pass it on down, pass it on down."

- "Nowhere Bound" Diamond Rio
  -- Dems/Liberals, humorous reference to "Democrats" bus tour, i.e., where they are headed

- "Tryin' to Reason with Hurricane Season" Jimmy Buffet
  -- working with Dems/Congress, working with Congress on economic plan, balanced budget, etc.

- "You're going Back to Your Old Ways Again" Hank Thompson
  -- Clinton/Gore heading back to liberalism

- "When the People Find Out" Steve Earle
  -- where their taxpayer dollars are going, etc.

- "Diggin' Up Bones" Randy Travis
  -- what Dems are doing -- digging up failed programs of the past (no meat on them)

- "Heartbreak Ridge and New Hope Road" Gatlin Brothers
  -- difference between where Dems and Republicans want to take you

- "One Day at a Time" Christy Lane

- "Americana" Moe Bandy (President's theme song in '88)

- "New Way to Fly" Garth Brooks
  -- Re Dems are reworking programs of the past; meanwhile Republicans are forging anew

- "It Takes a Believer" Desert Rose Band

- "No Stoppin' Us Now" Randy Travis
  -- Re Republican Party, Party of the People,

- "Here's Hopin'" Gene Autrey

- "Please Stay Tuned" Roy Rogers and Randy Travis
  -- expectations of the coming election; American people should stay tuned to GB for another four years.

- "Here Today, Here Tomorrow" B. DiPiero, J. Sherill and G. Fox
  -- re George Bush in '88, George Bush in '92

- "When My Ship Comes In" Clint Black

Percy Reynolds
(713) 654 1234

- "I've Got a Good Thing Going" Garth Brooks
  -- What Clinton says behind closed doors -- duping moderates into believing he's not a liberal

- "A Little Less Talk and a lot More Action" Hank Williams, Jr.
  -- re Congress/Dems

- "Tippy Toeing Around" The Harden Brothers
  -- Clinton's tendency to support whoever will support him at the time; wishy-washy politics

- "Nobody's Home" Clint Black
  -- Clinton/Gore's/Dem's response to people when they come looking for kept promises

Republican
National
Committee

NATIONAL HEADQUARTERS

FACSIMILE TRANSMITTAL

TO: Michelle Nix

FACSIMILE NUMBER: 456-6218

FROM: Phil Baskin

DATE: 8-21-92

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Country inspires first fan

Bush salutes music 'family'

THE TENNESSEAN
OCT. 3, 1991
BUSH
SEC. ALEXANDER

RENEE ELDER
Staff Writer

President Bush declared his love for country music to the nation last night by attending the Country Music Association awards show and apparently enjoying every minute of it.

Bush and his wife, Barbara, were seated in the second row on the center aisle of the Opry House amid a glittering array of country stars, including Roy Acuff, Crystal Gayle, Johnny Cash, Kenny Rogers and Barbara Mandrell.

"It's great to be here with friends and with the music I love," the President said during a one-minute address which ended the show.

"Country music is a window to the real world."

Earlier in the day, Bush campaigned for Republican candidates during five stops in Pennsylvania and Kentucky, but his appearance here last night was notably apolitical.

Bush told the Opry House crowd of 4,000 he listens to country music at the White House and keeps on his desktop a line from a 1986 Nitty Gritty Dirt Band song: "When you're looking for a rainbow you can stand a little rain."

He said he also listens to country "whenever I want a little free advice on Saddam Hussein," referring to a song titled *Don't Give Us A Reason* by Hank Williams Jr.

The President and first lady shook hands with all the awards show entertainers who lined up on stage just before the show ended.

"Country entertainers treat each other as family," the President said. "Barbara and I sympathize with the country music family in the loss of a great lady, Dottie West."

West died last month of injuries she received in an automobile accident on her way to perform at the Grand Ole Opry.

The President also sent best wishes to Minnie Pearl, who is recovering from a stroke and did not attend last night's show.

The Bushes appeared pleased with last night's entertainment, standing to applaud at several points in the show, including the conclusion of an emotional goodbye speech by retiring singer Naomi Judd.

The Bushes chatted frequently with their neighbors in the audience, especially Crystal Gayle and Roy Acuff, who were seated on the either side of them. Among others sitting nearby were the Gatlin Brothers, Garth Brooks and Alan Jackson. Kenny Rogers and outgoing Country Music Association director Jo Walker-Meador were seated in front of the Bushes.

Former Tennessee Gov. Lamar Alexander, now U.S. education secretary, sat a row behind the President. Tuxedoed Secret Service agents stationed themselves at strategic points throughout the crowd, including the two seats immediately behind the Bushes.

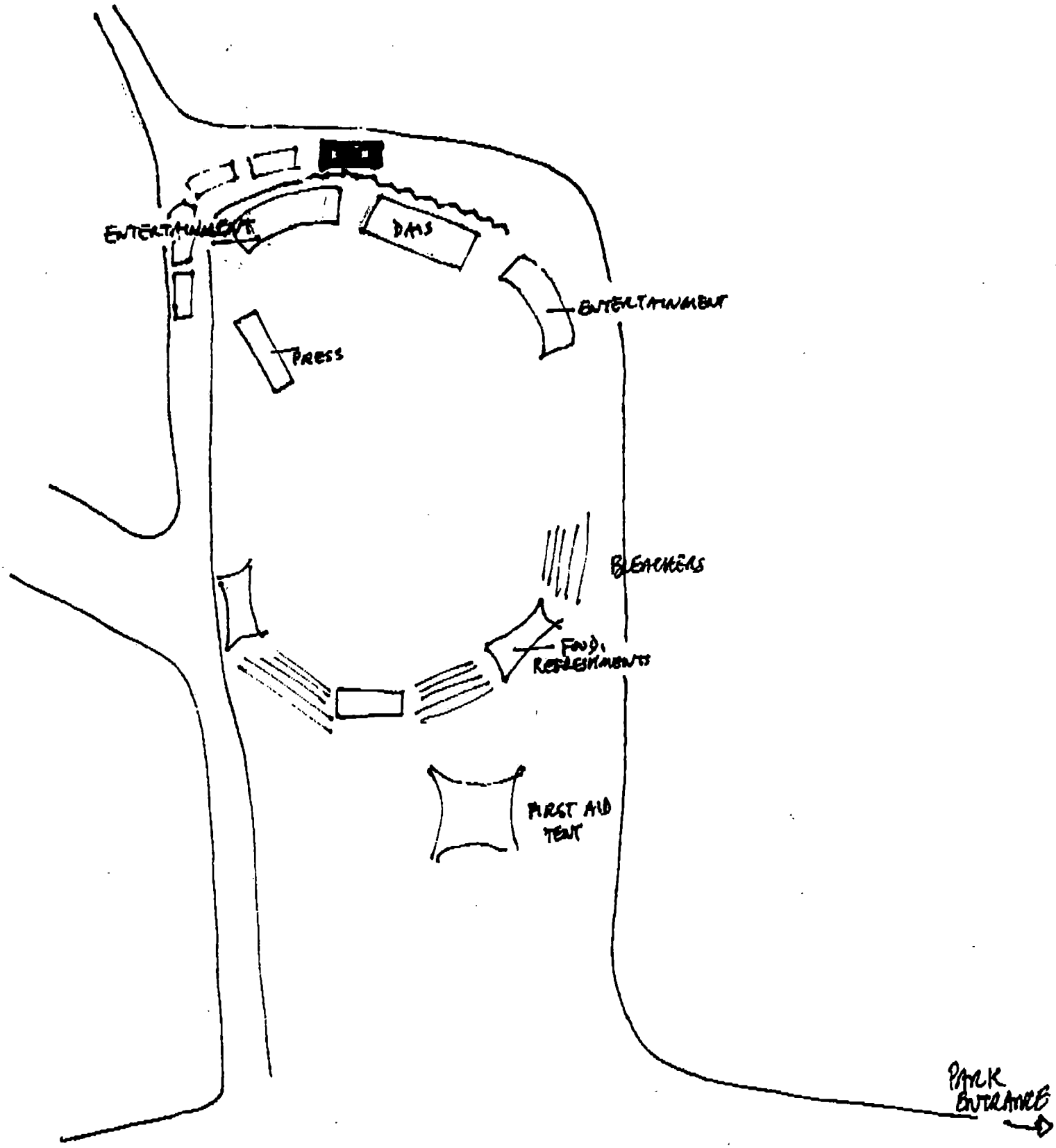
Except for frequent references to the chief executive and beefed-up security measures, the show was a typically smooth CMA production.

The only apparent hitch last night was a delay for guests entering the Opry House.

Secret Service restrictions kept the gates locked from the parking lot until precisely 7 p.m. A logjam developed at the Opry House door, where Secret Service agents screened all those attending the award show with metal detectors and checked bags and purses.

The President entered the auditorium after everyone was seated and he and the first lady were the first ones to depart. ■

BRANSON, MISSOURI
SILVER DOLLAR CITY - AVG. LOT C
FRIDAY, AUGUST 21, 1992



August 7, 1992

MEMORANDUM FOR GARY FOSTER

FROM: DOUG DUVALL

RE: THE PRESIDENT'S VISIT TO BRANSON, MISSOURI
FRIDAY, AUGUST 21, 1992 - SATURDAY, AUGUST 22, 1992

EVENT SCENARIO:

The President will fly from Gulfport, Mississippi to the airport in Springfield, Missouri. He will board Marine One and helicopter to Branson, Missouri. The President will motorcade to an outdoor rally site and be announced on stage at approximately 4:30 p.m. to a program underway. After the rally, the President will motorcade to a hotel in downtown Branson. That evening he will attend an 8:00 performance at a Country Western Theatre. After overnighting in Branson, the President will helicopter to the Springfield airport and fly to Atlanta, Georgia.

By traveling from the deep South to the heartland of the Midwest, the President can capitalize on the message given at the convention and demonstrate his broad support throughout the United States.

Branson, a city with a population of 3,700, is nestled in the Ozark Mountains and is host to 4.7 million visitors per year.

PROPOSED RALLY EVENT SITE:

For the rally site, I propose that the President attend an outdoor rally in a parking lot of the Silver Dollar City theme park. Silver Dollar City is the most notable landmark in Branson. It has a turn-of-the century theme throughout its restaurants, rides, craftspeople, and entertainment. 1.5 million tourists (mostly blue-collar, midwestern families) visit the park each year so is a built-in crowd to draw from. Silver Dollar City's "C" parking lot could easily hold a crowd of 25,000 or more.

The park is still owned by the same family who founded it 30 years ago. The Executive Vice President, Pete Herschend, is a supporter of the President and is willing to use the park's many resources to ensure the event's success. The park management also operates a country western radio network which could be utilized to publicize the rally. Furthermore, the management is willing to let anyone with a ticket to the rally have half price on admission into the park for the entire day. This would encourage families to come early to see the President.

Silver Dollar City was also the best site for parking. I Estimate the site could park 15,000 people. Trams and off-site busing could also be easily employed. The event site is only a 5-minute walk to the main gates of the park.

Due to the time of the day, the position of the sun is not optimal. However, the lot is so big the stage could be moved off-center and the press platform could be placed at a 45 degree angle.

Visually, the event site is enclosed by trees with Ozark Mountains in the distance. The park has its own art and construction facilities so a mural could be painted to fit any theme. Another option would be to build a stage out of barn material or make the stage a back porch to a midwestern farmhouse. A possible banner could read "Ozark Mountain County Celebrates the American Spirit" The backdrop would have to be high enough to block the mountains in the distance.

I also feel we could draw from Branson's country western fame and create a strong entertainment program. Moe Bandy or another local celebrity could serve as master of ceremonies. Glen Campbell and Loretta Lynn are also supporters of the President and will be in town that day.

Due to the large amount of parking available at Silver Dollar City there are a number of lots which may be suitable for landing zones. Power lines and loose ground will definitely pose a problem for some of the areas. Lot "G" would be optional because of its proximity to the rally sites. Park management feels some of the power lines can be detached. There is another LZ which serves as the park's hospital emergency landing zone. It is located at the intersection of Hwy 76 and Indian Pt. Rd., but it is close to a service road which leads to the rally area. There is also an old airport a few miles from Silver Dollar City.

EVENT SITE

The President will probably overnight at a hotel on Hwy 76, Branson's main drag. I propose the President motorcade across the street to Moe Bandy's Americana theatre. Mr. Bandy is a country western star and longtime friend of the President's. He discussed the town of Branson with the President during a recent visit to Camp David.

The Americana Theatre holds approximately 900 people at $15/per person for general admission. Moe Bandy and his band puts on a country western performance with a patriotic theme. He would be eager to give a special tribute for the President and should like to ask other celebrities to be party to the show.

I recommend the motorcade arrive at the rear gate theatre and use Moe Bandy's green room as hold. The President could then be escorted to seating in the theatre before the 8:00 p.m. performance. An expanded press pool could enter the theatre from the opposite side. A larger room upstairs which overlooks the

stage would be suitable for a staff hold.

OTHER SITES VISITED

College of the Ozarks an old fashioned Christian college with street names like "Patriotic Place" and "Opportunity Way" . It's football, baseball, and intramural fields would be suitable for a rally site and LZ. However, there is not ample parking and the college's location is not as familiar as Silver Dollar City's. It does offer a possible indoor site-Memorial fieldhouse-which would be packed with a rally crowd of 6,000. The school church offers another option for a site as well as the county and in front of its museum. School will not be in session so there is no built-in crowd to draw from.

Grand Palace Theatre: Country Western Theatre which holds 4000 inside. Its back parking lot would easily hold a crowd of 20,000 but parking would then be a problem. It is also very open and difficult to secure because it is right on Branson's main strip.

Ozark Mountain Ampitheatre: Outdoors, holds 10,000 maximun It's owner is a supported but it would be a seated crowd.

Shepard of the Hills: A theme park which has an ampitheatre holding only 2,000.

CONTACT LIST FOR BRANSON

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417/334-0214

John Baltes, VP and General Manager, Silver Dollar City Properties
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Moe Bandy
417/335-8187

Ray Kreutziger, Manager, American Theatre
417/335-8176 (o)
417/335-8105 (Fax)

Jane Gallagher, American Theatre (Booked Hotel rooms for us)
417/335-8176

JOHN BOWERS
EXEC. DIR.
BRANSON
CHAMBER of COMMERCE

417-334-4084

BRANSON

H. S.

PIRATES

JAN EISERMAN

OZARKS MARKETING COUNCIL

417-334-6543

Branson/Lakes Area Chamber of Commerce

FAX Message

Date: 8-17-92

To: Michele Nix

From: Dawn Erickson

Message: Branson info's follows. Call me for any clarifications.

Thanks!

Number of Pages: 1½

Reply requested ☐ Yes ☐ No

B/LACC, P.O. Box 220, Branson, MO 65616; 417-334-4136. FAX 417-334-4139.

OVERVIEW: Missouri's Branson/Lakes Area

LOCATION: Western Taney County & Southern Stone County in southwestern Missouri

POPULATION: Approximately 20,000

LEADING INDUSTRY: Tourism (More than four million visitors in 1991)

ATTRACTIONS: Music shows, lakes, theme parks, scenery & outdoor activities, shopping

Music Shows: More live country music shows are located in Branson than anywhere else in the United States. In 1992, music shows are planned at 27 indoor theaters as well as three outdoor amphitheatres, offering a collective seating capacity of in excess of 56,000.

Theaters feature widely known entertainers including Ray Stevens, Roy Clark, Mel Tillis, Cristy Lane, Box Car Willie, Jim Stafford, Mickey Gilley, Moe Bandy, Sons of the Pioneers and Shoji Tabuchi. Original family music shows also draw their share of attention and success. This season, entertainers Andy Williams, Willie Nelson, Glen Campbell, Louise Mandrell, Loretta Lynn, Merle Haggard, Charley Pride and other widely-recognized performers have built their own theaters or perform in Branson for a major portion of the tourism season.

Many celebrity performers appear as guests in local theaters, including Waylon Jennings, Crystal Gayle, Barbara Mandrell, Randy Travis, Conway Twitty, Tammy Wynette, Tanya Tucker and others.

Lakes: Table Rock, Taneycomo, and Bull Shoals.

Table Rock Lake, created in the late 1950s, is a popular recreational lake drawing millions of visitors each year. Fishing for bass, crappie and other species, boating, swimming, scuba diving, and any other type of freshwater activity are offered. It is becoming increasingly popular as a tournament site.

Lake Taneycomo begins at the Table Rock Dam south and west of Branson and winds for 22 miles to Forsyth. Formerly a portion of the White River, the construction of Table Rock Dam turned Lake Taneycomo into a cold-water compound and an excellent environment for trout, attracting anglers all year.

Bull Shoals Lake begins at Forsyth and offers much the same recreational and sporting opportunities as Table Rock, but in a less populated and developed environment.

Theme parks: Silver Dollar City, Shepherd of the Hills Homestead & Outdoor Theatre, and Mutton Hollow Craft and Entertainment Village

Silver Dollar City, built in 1960 atop Marvel Cave, is a turn-of-the-century Ozarks village featuring fine handcrafts and artwork created by resident crafters, mountain music at locations throughout the park, street shows, excellent restaurants and snack stands, and themed rides such as an 1880s steam train, "log flume" and others. It is one of the Midwest's leading attractions.

Shepherd of the Hills Homestead and Outdoor Theatre, opened in 1960, is the home of the nation's largest outdoor historical drama. Named for one of the most widely read novels in publishing history, Harold Bell Wright's "The Shepherd of the Hills," the novel is re-enacted nightly by a cast of native players in a huge outdoor amphitheatre. The Homestead offers crafts, music, shops, games and other entertainment during daytime hours, as well as the 230-foot Inspiration Tower and the historical "Old Matt's Cabin."

Mutton Hollow Craft and Entertainment Village enters its 23rd year of operation in 1992. New in 1992 are two staged entertainment facilities, an old schoolhouse and other attractions. Long popular for its working crafts people, specialized shops and old-time atmosphere, it also offers a historical museum, county fair area and other family entertainment.

Scenery: The Ozark Mountains offer spectacular views of unspoiled wooded hills and lakes. Clean air and clean water, scenic highways and hiking trails draw visitors in all but the coldest months for outdoor activities. Dogwood and red bud blossoms in the spring, and colorful foliage each autumn attract much attention. Wild flowers and creatures including deer, foxes, coyotes, bobcats and many smaller animals and birds are abundant.

Camping, hiking, bicycling, and other outdoor activities are enjoyed year-around in the Branson/Lakes Area. Hunting seasons are regulated by the Missouri Department of Conservation.

Shopping: Hundreds of artists and crafters create a unique shopping opportunity in the Branson/Lakes Area. Handcrafted works, "one-of-a-kind," custom-made and other specialty items from home furnishings to jewelry are readily available at craft villages, arts and craft malls and many small shops throughout the area. Dozens of antique shops and flea markets offer collectibles.

Shopping for contemporary goods is leading the way to year-around tourism. Visitors ranked it second only to sightseeing in popularity, according to surveys conducted in 1991. An enormous factory merchants mall as well as downtown business districts, shopping centers and other complexesoffer a range of merchandise usually found only in much larger cities, and at competitive prices.

The area's growth as a shopping destination is indicated in a 33% increase in sales tax revenue for Taney and Stone Counties in the first quarter of 1992, compared to the same period in 1991. Traditionally, January through March have been considered the "off season" in local tourism.

ACCOMMODATIONS

Lodging: More than 11,000 motel, hotel, resort, bed and breakfast, and condominium units are available in the Branson/Lakes Area. More than 6,000 camping spaces are offered. Many facilities are available year-around. Groups of up to 400 may be accommodated. A convention center capable of accommodating larger groups will be available by 1995.

Dining: Restaurant seats total over 21,000.

TRANSPORTATION

Automobile: Most visitors arrive by automobile, entering the Branson/Lakes Area chiefly from U.S. Highway 65 from Springfield to the north or Harrison, Arkansas, from the south.

Air: The nearest airport is at College of the Ozarks at Point Lookout, about three miles from Branson. It is a small private facility serving non-commercial aircraft. Commercial airports nearest the Branson/Lakes Area are at Springfield. Mo., about 45 miles north of Branson, and at Harrison, Ark., about 35 miles south.

Rail: The Union Pacific Railroad carries freight into the Branson/Lakes Area. Passenger service is not available.

Additional information is available in several forms from the Branson/Lakes Area Chamber of Commerce.

Media packs, slides and other materials are available to news media representatives.

Business development packs are offered to persons interested in opening businesses in the Branson/Lakes Area.

Relocation packs may be requested by people considering moving into the Branson/Lakes Area.

Group travel packs are available to travel planners and group tour operators.

Visitor information packs are offered and may be customized according to specific interests.

For visitor, relocation and group travel information, please call 1-900-884-BRANSON ($1.50 per minute, average call 2.5 minutes), or call 417-334-4136.

News media and business development information are available by calling the above numbers or 417-334-4084 (administration only). *Visitor information requests cannot be fulfilled on the 334-4084 line.*

Inquiries of all types are also accepted by facsimile machine, 417-334-4139.

ECONOMIC INDICATORS: *Branson/Lakes Area*

State Sales Tax (3%)

For Taney and Stone Counties combined, sales tax revenue in 1991 increased by 18 percent over 1990. In 1991, Taney County's sales tax revenue increased 20 percent over the year 1990, from $9,998,786 in 1990 to $12,003,215 in 1991. The first quarter of 1992 drew $1,712,091 in Taney County, compared to $1,262,514 for the same period of 1991. Stone County sales tax collections increased 11 percent from $3,720,040 in 1990 to $4,122,932 in 1991. The first quarter of 1992 resulted in $477,567 in sales tax revenue in Stone County, compared to $386,475 in the first quarter of 1991. **Source:** Missouri Department of Revenue.

Lodging and Entertainment Growth

(1992, most of Taney & Stone Counties*)

	Increase over 1982
11,132 Lodging rooms	82%
6,073 Campground sites	88%
21,782 Restaurant seats	80%
32,791 Indoor theater seats	137%

* South border: Missouri/Arkansas line; West border: Highway 13 (Table Rock Lake to Reeds Spring); North border: Reeds Spring to Rockaway Beach; East border: Forsyth/Branson to Missouri/Arkansas line. **Source:** Ozark Marketing Council.

Traffic Counts

Daily during the peak season, up to 31,000 vehicles drive the main thoroughfare in Branson. (Counter locations are .2 mile west of U.S. 65 on Mo. 76 and .3 mile west of Mo. 265 on Mo. 76.) The largest increases in traffic growth have occurred in the "shoulder seasons" -- early spring and late fall, as indicated on the Average Daily Traffic Count chart.
Source: Missouri Highway and Transportation Department.

Visitor Data

The information given below results from research on the 1991 travel season and is compared to data collected in 1986. **Source:** Ozark Marketing Council.

Total number of visitors, May-October:	3,732,226 (an increase of 21% over 1986)
Total day visitors:	806,326 (a decrease of 9% over 1986)
Total visitors spending at least one night:	2,925,294 (an increase of 33% over 1986)
Average length of stay:	2.3 days (an increase of 15% over 1986)
Average group size:	3.4 persons (an increase of 10% over 1986)

Economic Impact

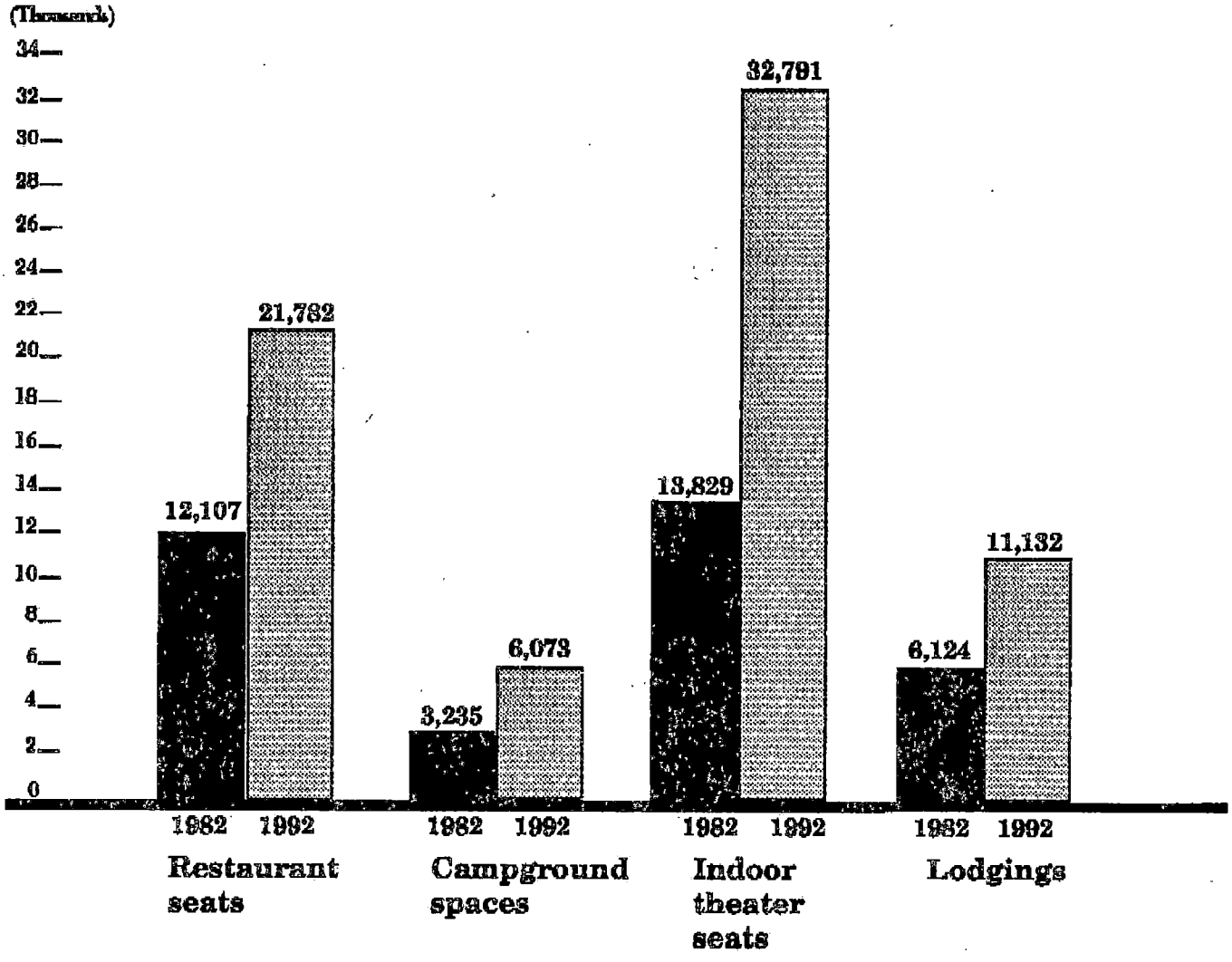
Visitors spend an estimated average of $75 per day per person in the Branson/Lakes Area. Direct expenditures from all visitors (May-October) are estimated at more than $625 million. When "new dollars" come into the area, they have a multiplier effect. Economists conservatively estimate that the actual economic impact is 2.5 times greater than direct expenditures. Therefore, a more complete picture of the economic impact of tourism in the Branson/Lakes Area is more than $1.5 billion annually.

GROWTH: Lodging & Entertainment

Branson/Lakes Area of Taney and Stone Counties

	1982	1992 (1991)	Increase
Restaurant seats	12,107	21,782 (19,657)	80%
Campground spaces	3,235	Not counted (6,073)	88%
Indoor theater seats	13,829	32,791 (22,561)	137%
Lodging rooms	6,124	11,132 (9,720)	82%

Statistics are compiled by the Ozark Marketing Council, Branson/Lakes Area Chamber of Commerce and other entities.



Branson/Lakes Area Chamber of Commerce NEWS BUREAU PO Box 220, Branson, MO 65616 • 417-334-4084 • FAX 417-334-4139
Dawn Erickson, Communications Director

LIVE ENTERTAINMENT

Music theaters, amphitheaters, theme parks, pageants

Theater	Seating Capacity
Andy Williams Moon River Theatre	2,000
Baldknobbers	1,700
Box Car Willie Theatre	901
Braschler Music Show	720
Buck Trent Dinner Theatre	420
Campbell's Ozark Country Jubilee	900
Bob Nichols' Ozark Morning Show	
Blackwood Singers	
Osmond Family Theatre	1,500
Branson's Variety Theater	720
Danny Davis & the Nashville Brass	
Branson Sweethearts	
Branson's New Second Generation	
Jimmy Tittle & Storm	
Cristy Lane Theatre	1,300
Shower of Stars	
Foggy River Boys	1,021
Sons of the Pioneers	
The Grand Palace	4,000
Jim Stafford Theatre	818
Branson Gospel Hour	
Johnny Cash Theatre (Opening to be announced)	2,500
Jimmie Rodgers Honeycomb Family Theatre	700
Lowe's Music Theatre	1,255
Mel Tillis Theatre	2,100
Memory Lane Theatre	500
Blackwoods Quartet	
Jim Owen	
Eddie Cash	
Elvis-A-Rama	
Mickey Gilley's Family Theatre	970
Moe Bandy's Americana Theatre	950
Presleys' Mountain Music Theatre	2,000
Ray Stevens Theatre	2,011
Roy Clark's Celebrity Theatre	1,000
Jennifer in the Morning	
76 Music Hall: Memory Makers	550
Al Brumley Jr. Show	
Down Home Country Music Show	
Texas Gold Minors	
Sunday Gospel Jubilee	
Shoji Tabuchi Theatre	2,000
Texans at Kirkwood Theatre	800
John Paul Cody at Waltzing Waters	220
Willie Nelson's Ozark Theatre	1,455
Merle Haggard	
Mac Wiseman	

AMPHITHEATERS	
Branson Brothers	
at Silver Dollar City's Echo Hollow Amphitheatre	4,000
Ozark Mountain Amphitheatre	8,500
Swiss Villa Amphitheatre (Opening to be announced)	7,500
THEME PARKS	
Mutton Hollow Craft & Entertainment Village (theme park)	
Cedar Mountain Music Hall	300
Mutton Hollow Revue Dinner Theatre	700
Shepherd of the Hills Homestead	
Blackwood Singers	
John Wesley and the New Riders of the Old Trail	
Silver Dollar City	
The Silver Dollar Saloon	
Danny Eakin	
Hoedown! At the Playhouse	
Horse Creek in the Valley Theatre	
John & Jan Corbin	
The River Rats	
Priority Gospel Quartet	
The Cajun Connection	
D.J. McIntosh	
PAGEANT	
Shepherd of the Hills Outdoor Theatre	

TOTALS

Indoor theaters: 27
Indoor theater seats: 36,011
(One theater unopened, 2,500 seats)

Amphitheaters: 3
Amphitheater seats: 20,000
One amphitheater closed (7,500 seats)

Combined theaters: 30
Combined seats: 56,011

Music shows at (open) indoor theaters: 44
Music shows at theme parks: 13

New in 1992

Andy Williams' Moon River Theatre: New in 1992, built by Williams. Complex to include restaurant, motel.

Osmond Family Theatre: open in September. Features Osmond Family in building (original Bob-O-Links site) occupied earlier in season by Celebration Theater.

Branson's Variety Theater at Harbor Town Mall on West. Hwy. 76. Opened in August. Features Danny Davis & the Nashville Brass, Branson's New Second Generation, Jimmy Tittle & Storm, Branson Sweethearts.

Grand Palace: Built by owners of Silver Dollar City. Features hosts Glen Campbell and Louise Mandrell, appearing with celebrity guest artists. Part of "Grand Village" complex.

Jim Stafford Theatre: In late 1991, Stafford purchased the former Stars of the Ozarks Theatre, where he was featured entertainer in 1990 and 1991.

Mel Tillis Theatre: New theater in 1992 built by Mel Tillis and Melvin Hall families. First theater to locate on north side of Branson, away from the "76 Strip." Charley Pride is frequent guest.

Memory Lane Theatre: New in 1992 inside Branson Mall between Wal-Mart and Consumers Market on West Hwy. 76. Features the Blackwoods Quartet, Jim Owen, Eddie Cash, Elvis-A-Rama.

Willie Nelson's Ozark Theatre: Willie's first season in Branson. Theater also houses a restaurant, gift shop, and Willie Nelson Museum. Merle Haggard performs weekly.

Jimmie Rodgers Honeycomb Family Theatre: Open in August. Formerly occupied by pianist Dino Kartsonakis.

The Texans perform during the 1992 tourism season at the Kirkwood Theatre.

1992 Guest Artists

Grand Palace: Steve Wariner, Ricky Skaggs, Irlene Mandrell, Patty Loveless, Kenny Rogers, Smothers Brothers, Gold City & the Kingsmen, Ronnie Milsap, Vince Gill, Larry Gatlin & the Gatlin Brothers, Jerry Clower, Kingsmen, Roger Miller, Tanya Tucker, J.D. Sumner & the Stamps, Waylon Jennings, Jesse Colter, Lee Greenwood, Charlie Daniels Band, Oak Ridge Boys, Emmylou Harris, Pam Tillis, Marie Osmond, Statler Brothers, Doug Stone, Ricky Van Shelton, Asleep At the Wheel, Mark Chesnutt, Sawyer Brown, Reba McEntire, Suzy Bogguss, Anne Murray, Barbara Mandrell, Eddie Rabbitt, Inspirations

Lowe's Theatre: Loretta Lynn, Conway Twitty, Johnny Russell, Connie Smith, Janie Fricke

Mickey Gilley's Family Theatre: Ronnie McDowell, Faron Young

Roy Clark's Celebrity Theatre: T. G. Sheppard, Boots Randolph, Buddy Ebsen, Jim Nabors, Patti Page, Restless Heart, Holly Dunn, Sweethearts of the Rodeo, Johnny Paycheck, Exile, Michael M. Murphy, Bobby Vinton

Willie Nelson Ozark Theatre: Merle Haggard

Texans Theatre: Del Reeves, Stonewall Jackson, Jeannie Seely, Justin Tubb, Freddie Hart, Cal Smith, Johnny Duncan

Mel Tillis Theatre: Charley Pride, Pam Tillis, Debbie Reynolds

The "Music Showguide," listing theaters, show dates and times, guest artists and other information, is published four to five times each year by the Branson/Lakes Area Chamber of Commerce. Showguides are available by writing to the Chamber, P.O. Box 220, Branson, MO 65616.

August 17, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MC GROARTY

FROM: MICHELE NIX

SUBJECT: BRANSON, MISSOURI RALLY

Branson (pop. 3,700) is nestled in the Ozark Mountains and is dubbed "America's Music Show Capital." Some outsiders have called it the "Country Music Capital of the World" -- though Branson thinks that's embellishing just a touch. Singers like Andy Williams and others have made their way into Branson -- so country music is no longer the town's only offering. The city hosts almost 5 million visitors a year, who spend $1.5 billion. Branson does not like being called an "overnight success," since it started its trek to fame some 35 years ago.

The recession has not hit Branson hard at all. Its congressman, Rep. Mel Hancock (R), usually tells people that Branson decided not to participate in the recession this year. The congressman and many of the town officials are aware that POTUS has done much to promote tourism, especially by taping commercials for use abroad. They see this visit as a great commercial for Branson -- to attract people within this country. Almost everyone in the town is employed by one of the theatres, theme parks, eateries, local shops or area resorts.

Branson is a down home country town, but with very sophisticated live entertainment -- it's grits and glitz, all rolled into one. Branson folk are very proud of their small town. This is the kind of town where "family values" refers to both high morals and cheap prices. The shows are wholesome and inexpensive. The tourists call themselves low rollers, compared to high rollers of Vegas.

This is a town where traditional Americans live -- and where people are proud of their rural routes and have a mistrust for the big cities -- especially cities like St. Louis and Kansas City, even to some extent, Springfield. Could be great opportunity to play up "the Washington insider" language.

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COLOR MENTIONS FOR HUMOR OR FOLKSY LANGUAGE

- Branson High School: Mascot -- Pirates (the in-the-know folksy reference is the Branson Bucks [buccaneers]). Their team recently placed second in AAA state competition (which made the town very proud).

- Dick's Five and Dime; Branson Cafe (both off Hwy. 76)

- Beverly Hillbillies: shot a few episodes at Silver Dollar City in the 60s. Their truck sits in the museum at the College of the Ozarks. The filming attracted many fans, which encouraged the opening of theaters to give the incoming tourists more to do -- and one thing led to another, the entertainment capital was launched. By the late 80s, the billions were pouring in.

- The Wednesday All-Star Hillbilly Golf Game: weekly golf game of the stars. Moe Bandy and others play every Wed. at 8:30 a.m. Sixteen-year-old Eric Presley is the best of the players. Everybody wants Eric in their foursome. (The Presley Family own and perform in their own theater.)

- Go-Cart tracks (VERY popular entertainment for family, especially kids): The Track, Hound Dog Hollar, ThunderRoad.

- Baldknobbers -- family-owned theater; a bald knobber is the name for a low mountain in the Ozarks. Also, the "Baldknobbers" was a name for an Ozark vigilante group at the turn of the century. The Baldknobbers do country corn skits, accompanied by music. Most popular cast member is named Droopy Drawers.

- Shoji Tabuchi: a country fiddler (POTUS has heard him before); Shoji showed up in the 60s with only $500, fractured English, and a fiddle. Now, he has one of the most popular shows -- always ending every show with the singing of the "Star-Spangled Banner."

- The Presley's: another family-owned theater (no relation).

- Kewpie Doll: its creator, Rose O'Neil, is from Branson

- Religion: Very church-going people, mainly Protestant, some Baptists, and Assemblies of God. Assemblies of God headquarters is in nearby Springfield.

- Saying grace: Not unusual to see restaurant goers saying grace at the table.

- The Singing Dentist: David Struble [STREW-ble], a local dentist sings country music and is a very popular act.

- College of the Ozarks: nearby college. This is a work-based college, where almost all students work in the library or school museum or some such job, to help pay their tuition.

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- Jim Stafford quote re boomtown Branson -- "The gold rush is here."

- Hwy. 76 -- the main drag, also referred to as "the Broadway of Country Music."

- Hillbilly Heaven -- nickname for Branson

- KOMC-KRZK -- country music station in Branson (people recite all 8 letters, though first is AM, second is FM)

- 5th Annual Oldtime Fiddle Contest -- takes place Saturday, the 22nd. About 25-30 fiddlers will compete in Old Downtown Branson. (COC tells me that a reference to "Old Downtown Branson" will make a lot of people happy, since they cherish the town's beginnings.)

- Desert Storm -- Branson was a strong supporter of the President during the Gulf War. Re Bosnia: Bill Clinton is showing his incompetency by pushing to move quickly, too quickly. He's willing to put our sons and daughters in harm's way before finding out what's going on. This is where inexperience is costly. "There's a difference between being a commander and playing commando."

August 20, 1992

MEMORANDUM FOR DAN MC GROARTY

FROM: MICHELE NIX MN

SUBJECT: BRANSON RECONCILED COPY

Here is the master with all the staffing comments -- except Henson's and Dorrance's -- both are to comment out in Houston.

Re the joke, top of page 2. 76 is a highway -- not an interstate. Also Branson runs E-W, then hits Hwy. 65, which runs N-S. 65 runs south to Little Rock and north to Springfield.

Also, the line "Seems there was a bus . . . stuck in the left lane" could be lost to Bransonites. They probably won't get which bus you are referring to (unless you make it more specific)-- since chartered tour buses are all over the place in Branson and on 65 making their way to Branson.

As an alternative to a Clinton slant:

> "I came in today by helicopter, Marine One. But, boy, I got a good look at the traffic. 76 was backed up to 65, which was backed up all the way to Springfield. Seems they heard their favorite member of the Bush family was coming to Branson -- and that I was coming also. //"
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THE WHITE HOUSE

WASHINGTON

AUG 20 P5:46

August 20, 1992

MEMORANDUM FOR DAN MCGROARTY
SPEECHWRITER TO THE PRESIDENT

FROM: GREGORY S. WALDEN
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Three speeches

This responds to your request for comments on three speeches to be delivered by the President on Saturday August 22 (Woodstock, Georgia; Birmingham, Alabama; and Branson, Missouri).

1. We do not know what is meant or intended by the statements like "We're going to freeze federal spending -- freeze it right now." What sort of freeze is intended? Is it an overall freeze, or a component-by-component freeze? The sentence that follows the quoted sentence suggests that what is intended is a veto strategy that involves vetoing FY '93 appropriations bills that exceed the President's request. Aside from the prospect that some or many of the bills may come to the President below his request, vetoing approps bill does not necessarily amount to a freeze. There is also a problem with any statement suggesting an immediate freeze (i.e,, FY '92 funds), because there is generally an obligation to spend previously appropriated funds. Also, is the call for a freeze intended to include the Platform's call for an end to phony budget bottom lines?

2. While the (legislative) proposal that taxpayers be permitted to dedicate 10% of their tax dollars directly to the deficit is intriguing, Counsel's approval of the concept of this apparently new proposal should come from Boyden Gray or John Schmitz in Houston.

talked w/ Boyden - proposal is okay

GSW

MASTER

McGroarty/Nix
August 19, 1992
3:00 p.m.
[branson]

PRESIDENTIAL REMARKS: BRANSON RALLY
BRANSON, MISSOURI
AUGUST 22, 1992
~~XX:00 P.M.??~~ 4:30 P.M.

Thank you all for this warm welcome. [Acknowledgements.]

When people ask me my favorite music, I tell them it's a two-way tie: between country ... and western.

And they say you don't know country -- until you've been to Branson. //

America loves country music -- because country music loves America. // That's why I'm so glad to come to Branson to kick-off our crusade to bring America back to the values that made us great -- and take America forward to its future. //

I know, my opponent's counting me out. If you saw the USA Today story last week, you'd say he's counting his chickens. He's already talking about who'll be the Deputy Under Secretary of every cabinet department, and where he'll go to get away from the White House for the weekend. I half expected to find him in the Oval Office measuring it for drapes.

Counsel's office

Well, I've got news for Bill Clinton:

Forget the drapes. It's curtains. //

Come November 3rd, he'll be singing that ~~old~~ classic (MN) Buck Owens tune: it's "Cryin' Time." //

Maybe I'll get Buck to send Bill the sheet music ... for saxophone. //

I came in today by helicopter, Marine One. / ~~I-76~~ Hwy (MN) was backed up all the way to [....]. Fact change See note from MN

Seems there was a bus ... stuck in the left lane. //

Last night, I began a conversation with the American people. Straight talk about the big issues that shape the world -- about the values close to home: I'm talking about jobs, about family and faith -- about neighborhoods free from crime -- about a world free from fear. //

Today, I want to talk to you about the sharp choice I intend to offer Americans this fall -- a choice between different agendas, different directions, and yes, a choice about the character of the man you want to lead your nation.

If you listen to the other side tell it, you're for them if you're for change. But this election is not just about change -- because change has a flip-side ... called trust. When you get right down to it, this election will be like every other: When you ~~pull~~ close that curtain ~~closed~~ and cast your vote November 3rd -- trust matters. // (Porter)

When the phone rings in the middle of the night in the White House ... when a crisis comes half a world away ... the American people want to know that their leader has the experience, the background, the "guts" to do the right thing.

I'm proud of the changes we have made together. Proud of America's victory in the Cold War -- proud that in the past four years, more people have taken the first breath of freedom than at any time in human history. //

Liberals want to rewrite that history -- but we won't let that happen.

In the 70's, we wanted to build a stronger army -- the liberals hollowed it out.

In the 80's, we stood up against the Soviets, stood for equality in the nuclear arms race -- they wanted to freeze us in second place.

From Angola to Nicaragua and Afghanistan -- we said -- let's stand up for freedom -- they said "lets negotiate, deliberate, procrastinate."

Now the Cold War is over and they claim -- "hey, we were behind you all the way!" Yeah, way behind us. Their behavior reminds me of the old con man's advice to the new kid. He said son, "if you're being run out of town, just get it front and make it look like a parade."

If we'd have listened to the liberals -- we'd still be living with the Berlin Wall, we'd still be worried about the Warsaw Pact, there'd still be Communists in the Kremlin threatening a world with war. //

"add same comments from Acceptance" Poster

My opponents say I spend too much time on foreign policy -- and let me say this in return.

I saw the chance to rid our children's dreams of the nuclear nightmare -- and I did. I seized the opportunity so that our kids and our grandkids will never have to climb under desks in nuclear drills as children once did. I will never apologize for

one single minute spent to make this world a place of peace for our children. //

But this I know: America's work in the world is far from over. The Soviet bear may be extinct -- but there are still plenty of wolves in the world. As long as I am President, ~~no madman will get his finger on the nuclear trigger.~~ Scowcroft we will prevent the spread of weapons of mass destruction -- chemical, biological, nuclear -- and we will be ready to defeat them. // As long as I am Commander in Chief, America will remain safe and strong.//

Electing a leader who will keep America strong is trust in the traditional sense. But that's just part of the picture. Each election is a referendum on the future -- and what we want it to look like. I stake my claim on a simple philosophy: To lead a great nation ... you must first trust the people you lead.

Look at every big issue we face. You'll see a choice -- a choice between we who put our faith in everyday Americans, and the folks who put their faith in government.

And if you haven't heard by now what the "Government First" crowd has planned, let me give you just a couple details:

First -- they're calling for over $200 billion dollars in new spending -- and another $150 billion in new taxes.

Now, they're going to come back at me and say: "Wait one minute. We're the new breed. We're no Walter Mondale or Mike Dukakis."

Well now ... maybe they're right. //

I don't want to be unfair ... to Mr. Mondale or Mr. Dukakis. $150 billion in new taxes is more than they the two of them ever dreamed of offering. //

Do you believe that the federal government is already big enough -- and taxes too high? Do you want fewer lawsuits, fewer regulations, and more opportunity for small businesses? Do you think that competition can help cure the ills that plague our schools, and bring the cost of health care down?

If you believe in these ideas -- then you believe in my ideas.

We trust the people -- not the government -- to create the jobs and get this economy moving again.

We trust parents -- not the government -- to make the decisions that matter in life. //

We trust parents -- not the government -- to choose their children's schools: public, private or religious. //

We trust parents -- not the government -- to choose their children's child care. // When the other side says, "government knows best" -- I say: Parents know better. Parents know better than some bureaucrat in Washington, D.C.//

I've been criticized for having a global vision, but this to me is the defining challenge of the 90's. To take advantage of our victory around the world, to build a more secure nation here at home.

The American people must ask this question -- who do you trust to bring together foreign policy, security policy, and economic policy -- so that it can make a difference in your hometown -- your neighborhood -- your life?

Well, count on it: We're going to help Congress curb its appetite. / We're going to freeze federal spending -- freeze it right now. And if Congress gets the urge to spend, to do a little late-night snacking at the pork barrel, I'll slam the lid shut with a veto.

We're going to help Congress cut the deficit. / I say: Give the people the power to dedicate 10 percent of their tax dollars directly to the deficit.

If Congress won't act -- then the people will. Won't that send a powerful message to Washington! //

I may just have Hank Williams, Jr. serenade the House and Senate: "A little less talk and a lot more action." //

Fact Change

Tomorrow, I hear downtown (MN) Branson is host to the 5th Annual Oldtime Fiddlers Contest.

So now I know: That's what the Democratic leadership does on its recess.

Let's clear the old time fiddlers out of the Congress -- and leave the fiddling to Shoji Tabuchi. //

I am going take my fight to every corner of this nation -- and I'm going to make the case not just to re-elect me -- but to give Congress back to the people. The House of Representatives has remained in the same control since Khrushchev ruled the Kremlin ... since Castro's coup in Cuba. But today, the status quo is under siege: The only way to break the deadlock in Washington is to clear out the deadwood on Capitol Hill. //

running on 33⅓ in a CD world. (Scowcroft)

Now, you've heard the Democrats's favorite tune. America ridiculed around the world. America in decline -- past its prime. It's like a broken record: running on 33 1/3 in a ~~45 rpm~~ ~~world.~~ compact disk world. (Petersmeyer) (CDs? Porter)

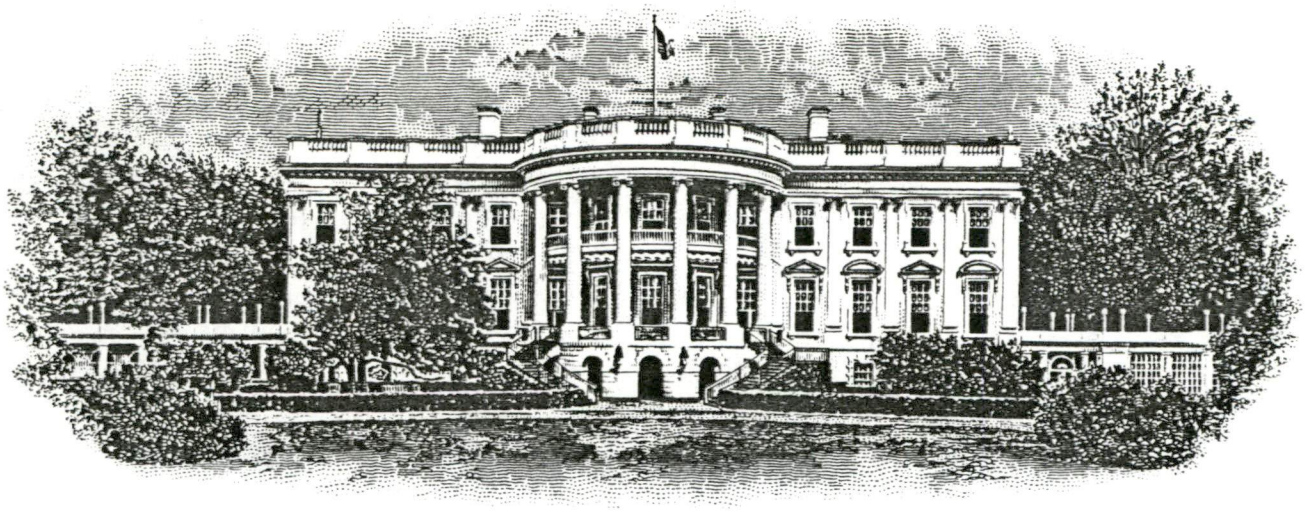
I guess that's one reason I love country. I get so tired of my Opponents -- always singing the blues. //

I know this race is long, and we are far behind. And yet I also believe -- deep in my heart that we will win. // (why keep hammering this home? MN)

We will win because our ideas are stronger. We will win because we trust the people, ~~not the~~ government. We will win because we understand the American way. (Scowcroft) and we will make our work for them.

Barbara and I want to thank the good people of Branson for your support -- and may God bless this great nation -- the United States of America.

# # #



OFFICE OF PRESIDENTIAL SPEECHWRITING

FACSIMILE TRANSMITTAL SHEET

Number of Pages (Including Cover) 10

To Dan McGroarty / Christina Martin

Fax Number (713) 688-0173

Date August 20, 1992

From Michele Nix

Office Number 456-7750

****** COMMENTS ******

Branson Master

URGENT !!

WHITE HOUSE SITUATION ROOM

PRECEDENCE: IMMEDIATE
PRIORITY
ROUTINE

RELEASER: _____

DTG: _____

MESSAGE NO. _____ CLASSIFICATION _____ PAGES _____

FROM _____ _____ _____
(Name) (Phone Number) (Room No.)

MESSAGE DESCRIPTION _____

LOCATION _____ DELIVER TO _____

REMARKS:

Dan --

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August 17, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MC GROARTY

FROM: MICHELE NIX

SUBJECT: BRANSON, MISSOURI RALLY

Branson (pop. 3,700) is nestled in the Ozark Mountains and is dubbed "America's Music Show Capital." Some outsiders have called it the "Country Music Capital of the World" -- though Branson thinks that's embellishing just a touch. Singers like Andy Williams and others have made their way into Branson -- so country music is no longer the town's only offering. The city hosts almost 5 million visitors a year, who spend $1.5 billion. Branson does not like being called an "overnight success," since it started its trek to fame some 35 years ago.

The recession has not hit Branson hard at all. Its congressman, Rep. Mel Hancock (R), usually tells people that Branson decided not to participate in the recession this year. The congressman and many of the town officials are aware that POTUS has done much to promote tourism, especially by taping commercials for use abroad. They see this visit as a great commercial for Branson -- to attract people within this country. Almost everyone in the town is employed by one of the theatres, theme parks, eateries, local shops or area resorts.

Branson is a down home country town, but with very sophisticated live entertainment -- it's grits and glitz, all rolled into one. Branson folk are very proud of their small town. This is the kind of town where "family values" refers to both high morals and cheap prices. The shows are wholesome and inexpensive. The tourists call themselves low rollers, compared to high rollers of Vegas.

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- Jim Stafford quote re boomtown Branson -- "The gold rush is here."

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August 17, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MCGROARTY

FROM: MICHELE NIX

SUBJECT: COUNTRY MUSIC SONG TITLES

Here are some country music titles that we could use for the Southern, down-home sites -- particularly the Branson event, where many of the singers mentioned below have theaters. A few of these titles are a little harsh, but I threw them in just for fun.

- "When the Tingle Becomes a Chill" Loretta Lynn (Bush supporter)
  -- when people realize what Clinton is all about

- "One Dream Per Customer" Gatlin Brothers
  -- Re Dems trying to separate foreign policy from the economy, that you have to be focused on one or the other; we know that both go hand in hand

- "Who Did They Think He Was" Conway Twitty
  -- Re Who was that masked man? Clinton: Liberal in sheep's clothing; Gore: Liberal in veep's clothing

- "Under Your Spell Again" Buck Owens
  -- duped moderates to Clinton and Gore's liberal voodoo (doo doo)

- "My Heart Skips a Beat" Buck Owens

- "Cryin' Time" Buck Owens
  -- get ready Democrats, here we come

- "Your Squaw is on the Warpath" Loretta Lynn
  -- Hillary, Hillary, Hillary

- "Don't Let Her Know" Buck Owens
  -- I bet you can guess this one

- "Heart of Glass" Buck Owens
  -- what Clinton/Dems have

- "Every Time I Think It's Over" Conway Twitty

- "Card Carryin' Fool" Randy Travis
  -- every Democrat (ha ha)

- Pass it on Down" Alabama
  -- re children burdened with Dems fiscal folly. "When I asked them to give me a balanced budget amendment, they just covered their ears and sang "No, pass it on down, pass it on down."

- "Nowhere Bound" Diamond Rio
  -- Dems/Liberals, humorous reference to "Democrats" bus tour, i.e., where they are headed

- "Tryin' to Reason with Hurricane Season" Jimmy Buffet
  -- working with Dems/Congress, working with Congress on economic plan, balanced budget, etc.

- "You're going Back to Your Old Ways Again" Hank Thompson
  -- Clinton/Gore heading back to liberalism

- "When the People Find Out" Steve Earle
  -- where their taxpayer dollars are going, etc.

- "Diggin' Up Bones" Randy Travis
  -- what Dems are doing -- digging up failed programs of the past (no meat on them)

- "Heartbreak Ridge and New Hope Road" Gatlin Brothers
  -- difference between where Dems and Republicans want to take you

- "One Day at a Time" Christy Lane

- "Americana" Moe Bandy (President's theme song in '88)

- "New Way to Fly" Garth Brooks
  -- Re Dems are reworking programs of the past; meanwhile Republicans are forging anew

- "It Takes a Believer" Desert Rose Band

- "No Stoppin' Us Now" Randy Travis
  -- Re Republican Party, Party of the People,

- "Here's Hopin'" Gene Autrey

- "Please Stay Tuned" Roy Rogers and Randy Travis
  -- expectations of the coming election; American people should stay tuned to GB for another four years.

- "Here Today, Here Tomorrow" B. DiPiero, J. Sherill and G. Fox
  -- re George Bush in '88, George Bush in '92

- "When My Ship Comes In" Clint Black

- "I've Got a Good Thing Going" Garth Brooks
  -- What Clinton says behind closed doors -- duping moderates into believing he's not a liberal

- "A Little Less Talk and a lot More Action" Hank Williams, Jr.
  -- re Congress/Dems

- "Tippy Toeing Around" The Harden Brothers
  -- Clinton's tendency to support whoever will support him at the time; wishy-washy politics

- "Nobody's Home" Clint Black
  -- Clinton/Gore's/Dem's response to people when they come looking for kept promises

Card Carryin' Fool
Randy Travis Diggin' Up Bones

Every Time I think it's over
Conway Twitty Who Did They Think He Was

You've Never Been This Far Before
Moe Bandy

NONE
Glenn Campbell

If I Could Only Get My Hands on You Now
Loretta Lynn

Your Squaw is on the Warpath When the Tingle Becomes a Chill
Mel Tillis

NONE
Gatlin Brothers

Heartbreak Ridge & New Hope Road/Star Spangled Broken Heart/One Dream Per Customer
Mickey Gillie

NONE
Jim Stafford

Coca Cola Cowboy
Mel Tillis

Moon River
Andy Williams

One Day at a Time
Christy Langle

~~Ode~~ True Grit
Glenn Campbell

Wabash Cannonball
Boxcar Willie

Marals
Eagle
Hunter

Moe Bandy
"Amerikana"
"Bandy, The Rodeo
Clown"

Dawn Ericks - COC 417 334-4084

- ~~Do they play horseshoes in Branson~~

- Is there a Main Street

~~Last game~~ 5th Annual

- Old time Fiddle Contest Aug 22 -
  Still happening? she's checking Downtown

- ~~Bob Leetridge~~ Leftridge - Singing dentist?
  David Strubel full-time

- Name for Branson
  - America's Music Show Capital

- ~~Count Mus Cap of the World~~

- How many theatres? 27 indoors + 3 amphitheatres almost 38
  How many seats? over 56,000 34,000

- Who has theatres now?

- ~~30 years or~~ 35 year progression

- Wednesday All Star Hillbilly Golf Game 8:30 a.m.

Andy Williams wife Debbie

- What's the big Country Music Station
  KOMC - KRZK

- Sat evening
Fiddle Convention 25th 30 contestants
Old Downtown Branson
yes.

- Golf 16 year old
Eric Presley
Danny Davis, the
worst of Nashville
Brass
Media follow these
players, get
more attention than
PGA

- Pirates baseball
AAA 2nd in
State
Female shotput
State record holder
Paulette Kelly

~~Golf~~

~~Bb F-ball State~~

"Branson Bucs"

STATE OF MISSOURI
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RE

SPECIAL INSTRUCTIONS/REMARKS

Here are some articles that may be useful to the President's speechwriters for the Branson visit next Fri.

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Michele —

From

Your Favorite intern

Jonathan

P.2

Sprl – 8/11

Bush bound for Branson?

Confirmation pending

By Kathy Oechsle
Our Branson Bureau

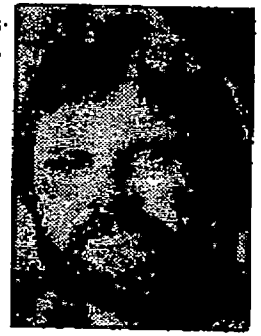
BRANSON — Speculation about a visit from President George Bush after next week's Republican convention may be cleared up today by the Republican State Central Committee.

Rebecca Roberts, chairwoman of the Taney County Central Committee, said the group plans to hold an organizational meeting tonight if the Bush visit is confirmed today.

U.S. Rep. Mel Hancock, R-Mo., confirmed Friday that a visit to Branson is under consideration. Bush may arrive Aug. 21, spend the night in Branson and leave the next day, sources said.

College of the Ozarks public relations director Camille Howell said an advance team from Gov. John Ashcroft's office recently visited the campus but offered no specifics about a possible Bush visit.

No commitment was given to Moe Bandy's Americana Theatre, said manager Jane Gallagher, who added that she has been contacted by the Secret Service. Gallagher was told more information would be forthcoming.



Moe Bandy
Bush campaigner

Bandy helped in Bush's 1988 election bid, singing his song "Americana" at several campaign stops with the candidate. Bandy also has visited Bush several times at the White House and Camp David, Gallagher said.

"Moe would be very excited to have the President come if he decides to make this one of his stops," Gallagher said.

Branson Police Chief Steve Mefford said he was contacted by the Secret Service about a week ago but wasn't given any details. The Taney County Sheriff's Department said it has not been contacted about the possible visit.

Joe Brinell, manager of Clark Airport at College of the Ozarks, said he had not been contacted. While the airport runway is too short to accommodate Air Force One, it could be the site of a helicopter landing, he said.

AUG 14 '92 09:53

SATURDAY
AUGUST 8, 1992

SPRINGFIELD
NEWS-LEADER

★ Springfield, Missouri 35¢

AUG 14 '92 09:53

Bush may visit Branson

Stop would be first after convention

By Christopher Clark
The News-Leader

BRANSON — President Bush may use this country music capital as one of the first backdrops in his push for re-election, Missouri Republicans said Friday.

The rumor that Bush campaign officials have scouted Branson for a post-convention rallying site was cautiously confirmed by local Republicans, including 7th District Congressman Mel Hancock.

"I do know that he may come here a day after the convention, but nothing is absolute," Hancock said. "Everything is very tentative."

Missouri Republican Party Chairman Tom Fowler wouldn't confirm or deny the rumors late Friday.

Also rumored is Bush's planned stay: If he comes, he likely would arrive Aug. 21, a day after the Republican National Convention in Houston. He'd stay overnight in Branson and leave Aug. 22, anonymous sources said.

State Rep. Doyle Childers, R-Reeds Spring, who represents Taney County in the 132nd District, also wouldn't confirm or deny the rumors. "I'd be very pleased if he would consider coming here. I hope it works out."

It's believed Bush wanted to visit Branson during his July 1991 stop in the Ozarks, but a hectic schedule prohibited it. He counts Bass Pro owner Johnny Morris, who owns Big Cedar Lodge near Branson, and several Branson entertainers, including Moe Bandy and Shoji Tabuchi, as friends, local Republicans said.

"Branson certainly makes sense," said Thelma Neff, the Bush campaign's 7th District coordinator. "In terms of some of the things he likes, like country music and fishing, Branson is a natural." More politics/Page 7A.

P.3

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These mammals on the half-shell have been on the periphery of the state's wild kingdom for a long time. However, these nocturnal bug eaters are losing their minority status.

"In some areas around here, armadillos are seen on the road as often as possums," said Dave Pitts, a wildlife research biologist at the Missouri Department of Conservation office

Since the animals don't hibernate, they are at Mother Nature's mercy in the winter.

If the weather is warm enough that they can continue to forage — and find insects to

Story concludes on Page 9A
(Bad weather could be disasterous for armadillos in this area.)

Price's work is highly respected.

"Buzz is the E.F. Hutton of the entertainment leisure world. When he talks, people listen," Whittington said.

Matt Jarrett, Springfield Area Chamber of Commerce director of business/industry attraction, said it is important to consider tourism development as a ways to create jobs.

"The primary concern and mis-

development," he said.

The next step is for a five-member task force that includes Whittington and Jarrett to develop an action plan, budget and options for financing. Then their plan will be reviewed by a nine-member committee made up of members from the City Council, the chamber and the Convention and Visitors Bureau.

Bush hasn't said yes, but Branson getting ready

By Kathy Oechsle
Our Branson Bureau

BRANSON — While a presidential visit to Branson next week was not confirmed Tuesday, preparations are getting under way.

Springfield Regional Airport manager Rob Hancik said he will meet Monday with an advance team for President George Bush to discuss a possible repeat of last July's arrival of Air Force One.

Ann Wagner, executive director of the Missouri Bush-Quayle '92 campaign, said Tuesday that plans call for Bush to arrive in Branson on Aug. 21, following the Republican convention in Houston. Bush likely would leave Saturday.

"I can't confirm it 100 percent, but it looks very favorable," Wagner said.

Speculation has Bush spending the night at Big Cedar Lodge, owned by longtime supporter and friend Johnny Morris. A spokeswoman for Morris said she could not confirm whether Bush would stay at the resort south of Branson. However, another Big Cedar source said several men flew in by helicopter last week, had lunch at the resort, and said they were looking into a possible visit.

Taney County Central Committee chairwoman Rebecca Roberts said Branson would be a perfect place for a presidential visit.

"It's getting national attention and it's based around wholesome family values," Roberts said.

White House push deletes tax 'mistake'

The Associated Press

HOUSTON — Conservative Republicans bowed to White House pressure Tuesday and axed a section of the party platform that asserted the 1990 tax increase signed by President Bush was a "mistake."

"Republicans believe that the taxes insisted on by Democrats in the 1990 budget agreement were recessionary," the platform reads in its new form.

The two-day flap illuminated the lasting political damage caused when Bush violated his 1988 campaign pledge of "no new taxes" and the anger it aroused among conservatives.

Platform writers working this week to finalize the party's extensive statement of philosophy were approaching a full committee vote on a plank that calls for a constitutional amendment to ban abortion.

Supporters of legalized abortion were soundly defeated in a subcommittee Monday and a similar scenario promised to play out before the full panel.

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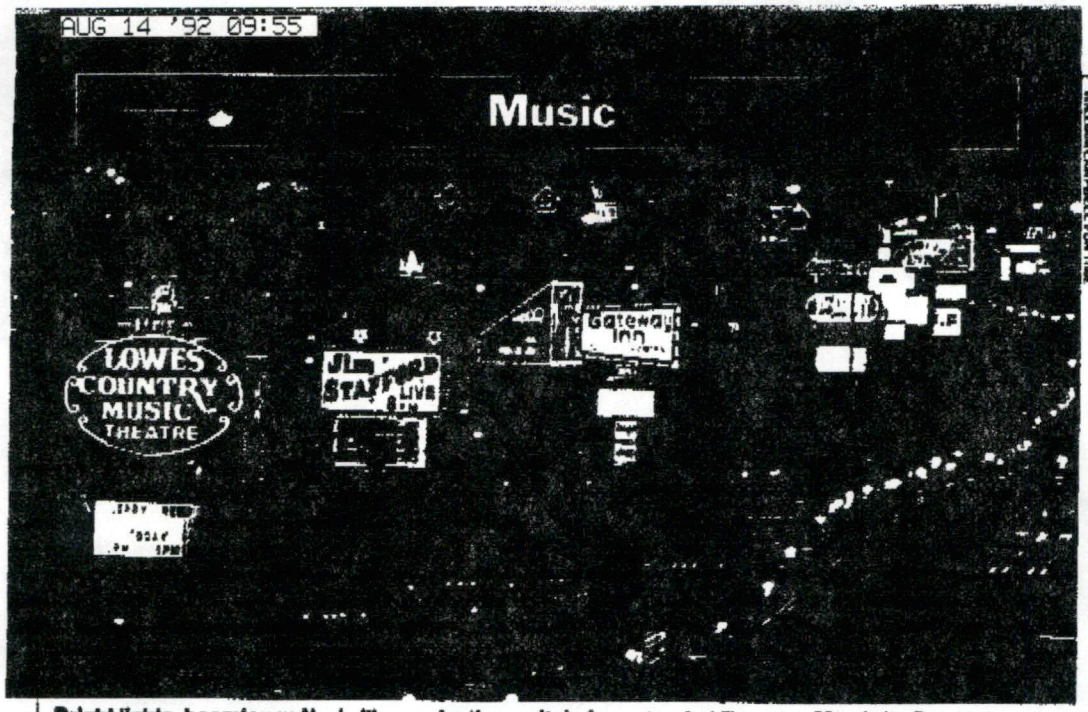


Bright lights, boomtown: Nashville may be the capital of country, but Branson, Mo., is its Broadway

Country Music's New Mecca

Why 5 million people a year spend $1.5 billion in a tiny but tuneful town nestled in the Ozarks

By ELIZABETH L. BLAND

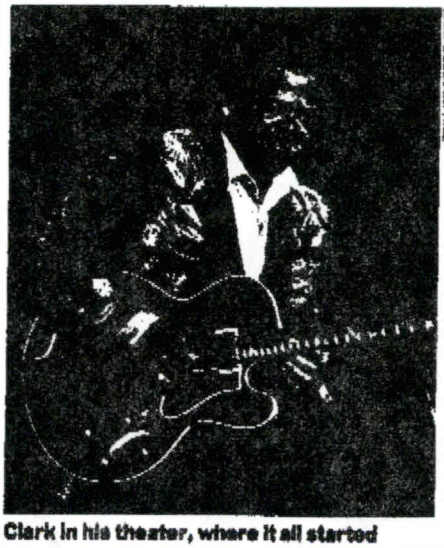
It is 200 miles south of Kansas City, near the center of the U.S. but isolated from everything. You reach it by a two-lane highway that snakes through the Ozark Mountains with nothing but oak trees for company. You round a corner and—*Look!*—there is a line of campers and cars stretching to the horizon, crawling along a five-mile strip of neon lights that flash from theaters, motels and miniature golf courses.

Welcome to Branson, Mo. (pop. 3,706). This hardscrabble town attracts 5 million tourists a year, who drop an estimated $1.5 billion into local pockets. And in a recession-slowed summer when many travelers are staying close to home and spending less, business in Branson is up 5% from last year.

The draw: big-time country-music shows, enough to fill 24 theaters every afternoon and evening, with stars such as Mickey Gilley, Loretta Lynn, Conway Twitty, Mel Tillis and Reba McEntire, several of whom have moved to the area and own the theaters in which they perform. Nashville may still be the capital of country music, its recording and publishing hub, but Branson has become its Broadway. Says Mel Tillis (*Heart Healer*), who moved to Branson two years ago: "You go to Nashville, you see the stars' homes. You come to Branson, you see the stars."

Down-home hospitality keeps the audiences coming—mostly from a 300-mile radius that takes in St. Louis, Memphis and Wichita, but increasingly from all across the U.S. Patrons can meet the stars' families in theater lobbies; Tillis' wife, for one, sells candy. Most of the performers sit onstage at intermission to sign autographs, and violinist Shoji Tabuchi heads to the parking lot after his show to wave goodbye to the tour buses. Prices are right too. You can still get a motel room for $40, and there are 6,000 campsites in town. Says Mary Nell King of Pocahontas, Ark.: "I've seen one Broadway show in the past 10 years. But we can get to Branson two or three times a year."

The appeal of the rolling Ozarks is not lost on the entertainers, most of whom have settled there after long, exhausting runs on the road. Even with 12 shows a week, Tillis considers life in Branson "a vacation." Says resident singer-comedian Jim Stafford, whose witty, whimsical show is in its second year: "It is easy to get burned out on the road. But here I live on the lake. I just drive in, play and go home."



Clark in his theater, where it all started

Branson, too rocky to grow anything but "kids and tomatoes," has long been a tourist town. It drew its early visitors as the setting of the sentimental 1907 best seller *The Shepherd of the Hills*, now re-enacted nightly in an amphitheater. Things picked up around 1960 with the opening of Silver Dollar City, a turn-of-the-century theme park, and Table Rock Lake, a fish-rich creation of the Army Corps of Engineers. At about the same time came a country jamboree called the *Baldknobbers*, named for a legendary vigilante group, and still a top attraction. But it was not until 1983, when Roy Clark's Celebrity Theater began to bring big names to town, that the strip began its growth spurt.

Next spring will see the strongest surge yet: new theaters from Johnny Cash, Silver Dollar City and, perhaps, Andy Williams. Country is still king, but the newer shows have broader ambitions. Violinist Tabuchi's variety show, perhaps the most popular in town, downplays country and goes heavy on glitz. Says Ben Bush, a businessman who plans a two-theater complex next spring: "People want to be entertained. If that means less country music, then that is what it will take."

But city fathers have no intention of turning their town into another Las Vegas. Branson sees itself as a family attraction: almost every production has a flag-waving number, and there are several gospel shows. Jack Herschend, president of Silver Dollar City, points out that no blue shows have succeeded. "This is such a family place that anyone who tried to capture the off-color niche wouldn't work."

Some locals are less than thrilled by the heavy traffic—and by the half-percent increase in sales tax passed last week to pay for new roads. Many more jobs are available than in the past, but most are seasonal and pay at or near minimum wage. "In the winter everyone sits around on unemployment," says Gary Evans, a vending-machine salesman. "Mostly, though, the attitude is, 'Don't bite the hand that feeds you.' "

But there is no turning back the clock. Too many tourists have found a friendly, affordable mecca in Branson; too many nationally known performers, some of whose hits are behind them, have found appreciative audiences. "It is an honest-to-goodness boomtown," says Stafford. "There are other places where this could be happening, but it's not. The gold rush is here." Spoken like a true pioneer. ■

Nashville in the Ozarks

By Michael Pearce

Branson, Mo.

You needn't travel far into Branson to realize it's no longer a typical Ozark hill-country town of 3,700. On most March through December days, visitors pack the town as densely as the vast stands of towering hardwoods and cedars on the neighboring hills.

Highway 76, the town's seemingly never-ending main drag, is lined to the brim with motels, restaurants and various businesses. Through the years the road has been nicknamed "Hillbilly Heaven" and "The Strip." Recently, though, it's rightfully earned the title of "The Broadway of Country Music."

The success story of Branson is a trilogy of attractions, each fueling and feeding on the others. "For decades, nothing but the simple natural beauty of the Ozarks and the White River drew people to this area," said Toby Bridges, public relations manager at Big Cedar Lodge, a renowned resort long on history and fame. "We became even more appealing in the late 1950s, when dams on the river created a sportsman's mecca of Table Rock, Bull Shoals and Taneycomo lakes. In the early 1960s, Silver Dollar City [a sprawling 1880s theme and crafts park near Branson] began pulling tourists in by the thousands."

The combined flavor of Silver Dollar City and the rugged charm of the Ozarks flooded the area with a wave of hillbilly mania that washed onto every aspect of tourism—lodging, restaurants and, eventually, entertainment.

"In 1967, Presley's Mountain Music Jubilee became the first real country music theater in Branson and others soon followed," said Rick Todd, vice president of corporate planning and development for Silver Dollar City Inc. "Most of the theaters were small, holding only a few hundred people at most. Even though the shows were popular from the beginning, I doubt if anyone ever dreamed Branson would eventually become what it is today. It's happened so quickly."

According to Mr. Todd, the first of the big-name recording artists began to frequent Branson in 1983, when singer Roy Clark opened a theater where he and other popular singers performed. Seen as the chamber of commerce's dream come true at the time, Mr. Clark's establishment was just the tip of the iceberg.

"Box Car Willie came and set up a permanent show in 1987," said Mr. Todd. "Then Mel Tillis came two years ago and he really set things on fire. He was running capacity crowds every time he opened!" Others were quick to follow Mr. Tillis's success.

The 1991 season saw such legendary country entertainers as Jim Stafford, Ray Stevens, Cristy Lane, Ray Price, Mickey Gilley and Moe Bandy, as well as Mr. Tillis and Box Car Willie, settling into the Branson music scene. Such performers, and a dozen or so other theaters, combined to sell an estimated four million seats to their shows.

"This fall has been phenomenal. It seems like every week another really big person is announcing that they're moving to Branson to perform regularly," said Mr. Todd. "Willie Nelson just announced that he's going to lease a theater. The Gatlin Brothers are coming and Johnny Cash just had the ground-breaking for a complete complex that he's opening. Andy Williams is also coming."

Next spring will also see the opening of The Grand Palace, a Silver Dollar City spectacular that will be country music's most lavish theater, holding 4,000 people. Hosted by Louise Mandrell and Glen Campbell, the theater will feature such crowd pleasers as Reba McEntire, Marie Osmond and Tanya Tucker.

But most of the top-name professionals with theaters in Branson are calling the town home—for both professional and personal reasons.

"Most of us could still draw well all across America, but it's just so expensive on the road. It's also very demanding. For so many years I had a family but no real family life," said Mr. Tillis. "Here I'm actually living in a neighborhood with neighbors who bring me pies. Jim Stafford is even talking about joining the Rotary. Living here, performing for fans who come to see us, is a heck of a lot better than life on the road."

The performers are not the only reason why the country music faithful are flocking to Branson. People want to come to the country to hear country music. Those who go to the shows have other interests they can pursue in Branson—riding, boating, legendary bass fishing on Table Rock and terrific trout fishing. There's beautiful scenery and Silver Dollar City. Those who want to shop can go for days on "The Strip" in Branson or drive an hour to Springfield for Outdoor World, the world's largest sporting goods store.

Success has not spoiled Branson, but it does occasionally cause traffic snarls near the theaters. Reservations for lavish Big Cedar or one of the dozens of regular motels must be made months in advance. Some locals complain of hassles and inflated (by rural Missouri standards) costs of living.

Others are gladly moving to Branson, often leaving better jobs and close-knit families behind. On a trail ride at Big Cedar you will probably meet a handsome young Colorado transplant named Clay Self. He's not shy about telling guests he has the talent to be a big-time country music singer/songwriter some day.

All he needs is "the big break." And that's exactly why he's in Branson. "I came here for the music industry," Mr. Self told us at the end of a chuck-wagon evening, flashing a contagious smile. "Nashville is mostly recording these days. I can get a chance to perform here and meet the right people. This is where the big boys are and I get a chance to meet them when they're relaxed and with their guard down."

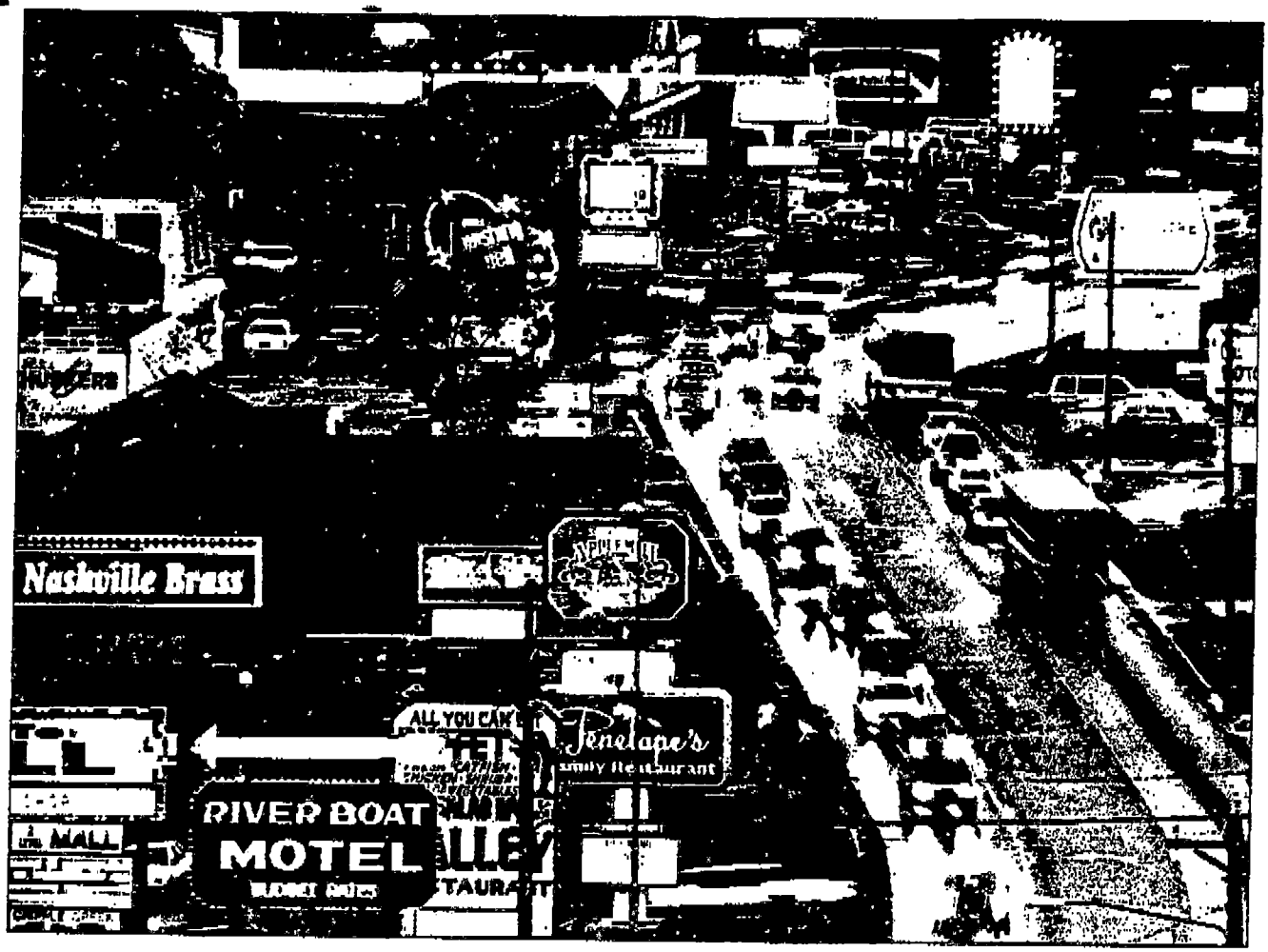
Mr. Pearce is a free-lance writer based in Manhattan, Kan.

Wall Street Journal 12-4-91

SCENE

HILLBILLY HEAVEN

Little Branson, Mo., is staking its claim as country music's Mecca, and Nashville is getting the message



BESIDES THE WAX MUSEUMS, T-SHIRT shops, All-U-Can-Eat-for-$4.95 buffet restaurants, video arcades, water slides, miniature golf courses, and RV campsites for 6,000 vehicles, Branson, Mo. (pop. 3,700), offers even more memorable pleasures—if you happen to be a country music fan. Where else can you walk up and press the flesh with so many of your all-time-favorite superstars?

Just ask retirees Jimmy and Norma Bock of St. Louis, on their second stay in Branson this year. There they were, strolling hand-in-hand across a parking lot, when who should they see? Conway Twitty, *Billboard*'s all-time hit leader (topping the charts 55 times), that's who. "Jimmy, let's tell Conway it's your birthday," giggled Norma, 60. "Let's tell him

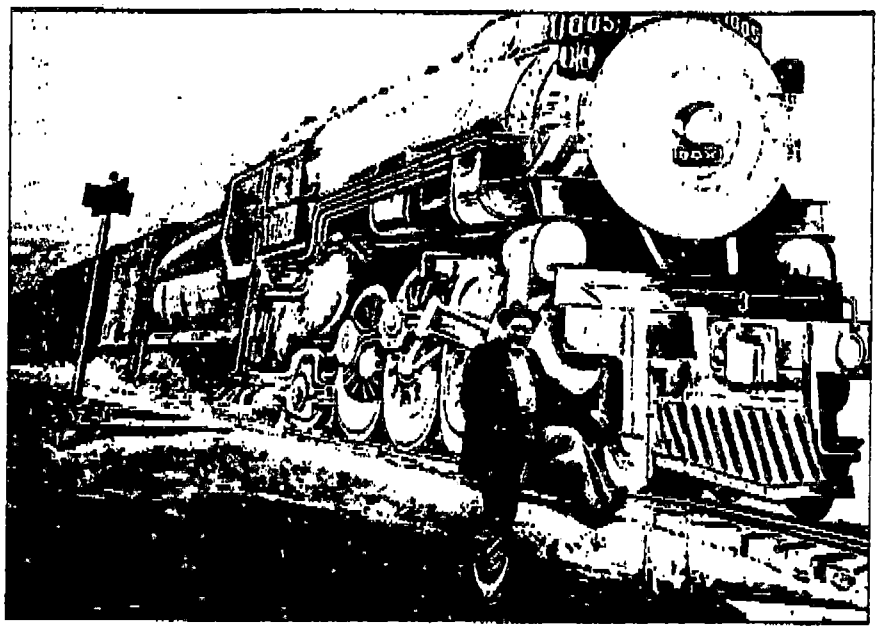


A For nine months each year, the main strip of once-sleepy Branson, blazing with neon, is clogged with sightseeing traffic.

◄ Country star and *Hee Haw* host Roy Clark allows as how he was the one who started the Branson bandwagon rolling.

Photographs by Keith Philpott

SCENE



A Boxcar Willie melds thematically with a mural on his theater wall. "We're doing well," he says with a grin.



"This place is the future of country music," says the well-traveled Conway Twitty (with wife Dee). "I get to stay in one place for three days."

we liked his show," said Jimmy, 66. So they did, and Conway in turn pronounced himself honored, flattered, overcome with joy and moved to tears by Norma and Jimmy.

Not far away, Bernard and Virginia Byrnes and Virginia's sister-in-law, Carol Nachreiner, all from Wisconsin, were examining their just-purchased Boxcar Willie tape (title: *Jesus Makes Housecalls*) from the Boxcar Willie Museum, which is next to the Boxcar Willie Theater, where they had bought tickets to see Boxcar Willie's evening performance—when, oh, my, there he was. "Willie, would you sign my T-shirt," Virginia, 66, pleaded. Said Carol, 58: "We don't do much in Wisconsin, so we save all year to come here. We'll keep coming again and again and again and again."

So do lots and lots and lots and lots of other folks, about 4.5 million annually. They clog Highway 76 into and out of Branson, a small Ozark Mountain town 200 miles south of Kansas City, from April through the Christmas season. While there, the tourists manage to spend $1.5 billion each year.

The numbers alone seem proof that Branson is—sorry, Nashville—the new world capital of country music. Already there are 22 theaters with a total of 41,000 seats, which means Branson's seating outnumbers its residents by 11 to 1. There are about 10,000 hotel rooms in town, with another 2,000 under construction. And more's a-coming, much more. Johnny Cash and his wife, June Carter Cash, are building a 65-acre, $35 million theme park. Andy Williams is putting up a 2,000-seat Andy Williams Moon River Theater, a hint that Branson won't stay exclusively country. Willie Nelson is scheduled to lease a theater and perform twice a day next spring, when a garish new $13 million, 4,000-seat Grand Palace of Country Music is also scheduled to open. "The development is at an explosion stage," says Jan Eiserman, director of the Ozark Mountain Country Marketing Council.

Before Branson's country explosion, the rural community had been a minor tourist stop for some 30 years, appealing mainly to fishermen aiming to drop a line in nearby Table Rock Lake. In 1960 a group of fiddlers started the Baldknobbers Hillbilly Jamboree Show in Branson, showcasing the talents of old favorites like country comedians Droopy and Stub.

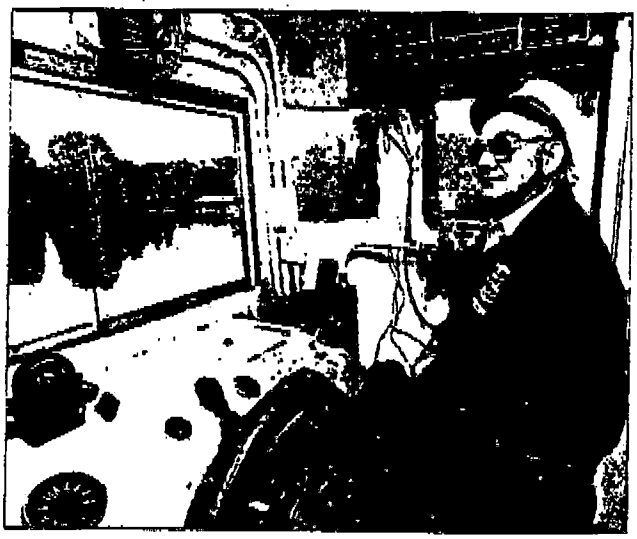
Branson broke into the big time in 1983, though, when *Hee Haw*'s Roy Clark lent his name to a celebrity theater that brought top country performers to town. Many of them liked what they saw; some stayed. Boxcar Willie opened his own theater in 1986, followed by the likes of Cristy Lane, Mel Tillis, Mickey Gilley, Jim Stafford, Mo Bandy and Ray Stevens.

"It's comfortable here," says Clark, who, with his bass player Rodney Lay, bought his Roy Clark Celebrity Theater outright last April. "It's safe; you don't have to worry about getting mugged outside." Clark plays 110 days a year at the theater and is thinking about buying a home in Branson—"except I already have three houses, but I'm here so much I guess I'll buy another one."

A travel-weary Boxcar Willie long ago discovered the benefits of settling in Branson. "I was booked twice at Roy's place, and I thought if these shows can pull them in, this

SCENE

➤ The character of the Ozarks is being changed, but excursion-boat skipper Clifford Bilyeu says, "I don't hear many complaints."



▼ "Pretty soon we're gonna have your Wayne Newtons coming here from Las Vegas," predicts theater owner Ken Lowe.



will get me off the road," he says. "I got the people coming to me now." Assisted by wife Lloene, daughters Tammy and Laurie and son Larry, Willie puts on eight sold-out shows weekly in his 900-seat theater. His Boxcar Willie Museum charges $3 for a look-see at his stuff, which includes Minnie Pearl's diary and Willie's collection of commemorative bourbon bottles. It also sells lots of records, photos and souvenirs, even a Boxcar Willie sucker at $1 each.

"We just love you," Glenn Johnson, 71, told Willie during a recent intermission at his show. Johnson came to Branson with 44 people in a Methodist church group from Temple, Texas, that made the trip by bus. "One of our guys is 91," brags Johnson. "It cost $330 per head for four days and five nights, and we see seven shows. We love it because of the good, clean, wholesome family atmosphere."

On the whole, Branson is still a budget-class resort, an important consideration for retirees. While classier hotels such as the Lodge of the Ozarks charge $85 per night for a single (ice, 25 cents extra), you can find bargains like a complete chicken dinner at the Belgian Waffle & Dinner House for $3.75. Seats in most of the theaters run $10 to $15. "Our prices won't eat your wallet out," says Ken Lowe, owner of the 1,410-seat Lowe's theater since 1983, when he retired as supervisor of sewers in Lebanon, Ind.

While local old-timers like Clifford Bilyeu, 65, can remember when Branson was "a nice, quiet town," few of them resent the changes. "This music stuff gives lots of people jobs," says Bilyeu, pilot of the Lake Queen excursion boat on nearby Lake Taneycomo.

And if you ask Conway Twitty, he'll tell you that he's thinking of packing up his Twitty City theme park in Nashville and moving the whole shebang to Branson. "Nashville blew it," Twitty says. "The Grand Ole Opry fought like a tiger to stay the only show in town and keep everybody else out. Well, Branson stepped in and took over. If there ever was a hillbilly heaven, this is it."

■ DAN CHU
■ BILL SHAW *in Branson*



World staff photos by To

Country Convergence

For Music Legends, Branson I

By John Wooley
World Staff Writer

"For a lot of years, Nashville wasn't all that proud of the fact that country music was centered there," said Merle Haggard. "There was a time when the only way you could hear a country song in Nashville was to tune in (radio station) WSM at night. I think they're paying for that now, with all that's happening in Branson."

One of the things happening in Branson is Haggard, indisputably one of the greatest country artists of all time. He'll be playing more than 70 dates this season in the theater bearing the name of another legend, Willie Nelson.

Haggard, along with the likes of Loretta Lynn, Moe Bandy, Mel Tillis, Ray Stevens and Jim Stafford, were in Tulsa Thursday, meeting the press and delegates from the National Tour Association at the Westin Hotel. They were in town to talk about Branson, Mo., which has become the live country-music capital of the world.

Although it's only attracted serious national notice in the past couple of years, Branson has offered live country-music shows for well over 20 years. Bandy, who now has his own theater there, remembered the first time he saw Branson.

"I have a daughter who turned 16 Wednesday, and when she was born, I was playing a rodeo in Branson," he recalled. "At the time, there were a few music shows, and some rides and things. Well, I went back to Texas, picked up my wife and family, and drove them back up to Branson, with my new daughter in a little pallet. We stayed a couple of weeks — I'd gotten a little break from touring — and I fell in love with it then.

"The reason I remember the first time I was there so well is because of my little daughter being born at the same time."

Bandy added that he enjoys Branson because of the kind of audience it attracts.

"The thing I've always liked about it is that you do good, clean shows, the kind of shows you could do in the Baptist church. They come in there, drink Cokes and eat popcorn, and watch the show. I like that."

That summation of the typical Branson crowd was echoed by another country legend, Loretta Lynn.

"I would have to say that they're not the kind of audience you could go in and drink with and smoke marijuana with," she said with a smile. "They're moral people, and they want a clean show. That's what we try to give 'em, too."

Both Lynn and Haggard also spoke of their connections with Tulsa, and Tulsa musicians. Haggard's friends here include the great Bob Wills guitarist Eldon Shamblin, and KVOO radio's Billy Parker. Haggard and Parker have even talked about doing a noon broadcast from Bran-

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See Branson on

AUG 14 '92 09:59



A trio of big-name country stars promoting the current boom in Branson, Mo., includes, clockwise from right, Merle Haggard, Moe Bandy and Loretta Lynn.

om Gilbert

e

's the Place to Be

station, recalling the days when
one of Haggard's musical heroes.—
thing over the same station from
llroom.
isualize is a noonday broadcast,
aggard hosting the show and bring-
are playing there up to the micro-
laggard. "We're real enthused about

ıe other hand, talked about Broken
nt Speedy West, the steel guitarist
ether the musicians for her first
ing session.
nt Speedy every night, when I sing
Girl,' " she said. "I had bought all
West albums, and he was a big star
en I found out he was the one who
put all the musicians together ... I
s great."
d. "I remember that he went out
pieces, and then when he found out
l as I did, he went out and got three
everything on my first session"—

n H-8

~~A~~ The Beverly Hillbillies - a few episodes
shot here in Silver Dollar City

a family of part-time musicians

Those episodes brought a few fans then
"The Presley's" opened a theatre on Rt 76

Then another, and another

Then by the late 80's the billions
were pouring in.

Where people bow their heads for grace
at dinner time

6,000 campsites

Nothing near to ~~of~~ find your grandma

"God Bless the U.S.A." ~~Mic~~ Conway Twitty & others

Soji Tibutshi - a country fiddler
one of the hottest acts

Turned up in the 60s with $500 bucks,
fractured English & a fiddle

The same finale every night:
"Star Spangled Banner"

Sho'!

You get to see the stars

- "The Wednesday All Star Hollywood Golf Game"

"Home Sweet Home America" Waylan Jennings

"The Grand Palace" – recently opened.

Recession has not hit Branson

Presley joke

Low rollers

Branson Cafe

Do they play horseshoes in Branson

Dick's 5 & Dime

Rt. 76

4 million visitors a year

- Is there a Main Street?
- Last game played

Cou: Am listen to Country Music more than any other

Coal Miner's Daughter "Everybody's Looking for Somebody Nice"

Christy Lange

Ray ~~Price~~ Stevens "Everything Is Beautiful"

- People spend $ ~~=~~ $1.5 billion people / a year ?

"I'm Proud to be a Coal Miner's Daughter"

Baldknobbers

— Bob Leetridge Singing Dentist Carlotta

As early a 10am can hear music

— By Next there'll be spring 27 theatres 53,000 seats, 10,000 more seats than all of Broadway

"Well my hometown's comin in sight! a well if ya think I'm happy you're right!

Mel Tillis "6 days on the Road and I'm a gonna make it home tonight"

"Well I ~~rolled~~ pulled outta Pittsurburgh, a rollin' down the Eastern seaboard.

I got my deisel wound up, she's a rollin' like anever before."

well Other steeds don't have it all right

"I been a passin every cop in sight"

6 days on the road, and I'm a gonna make it home tonight."

:tplace. He ranks second behind William
ittee and is ranking Republican on the
n is a supporter of excluding the value of
ig help to many middle-class families.
d Labor meant he spent much of his time
ost any other) District—the controversy over
nancing of homoerotic photos and a crucifix
ds for changes in procedures. Coleman, as a
: to zero out NEA altogether, but didn't want
ed a compromise with committee Democrat
rojects and empowering it to hold hearings if
onies, subject to court review; the Williams
akin to a sigh of relief, 382–42.
elp Coleman in the 6th District. Against a
eelected with just 52% of the vote. Coleman
ked up some more of the Kansas City metro
hange much, so it's possible that this senior
His margin of victory was the lowest of any

up 1.6% 1980–1990. 96.3% White, 2.2% Black

.....	115,674	(50%)
.....	115,469	(50%)

May 29, 1943, Gladstone; home, Gl...
., B.A. 1965, NY U., M.P.A. 1969, Wa...
:estant; married (Marilyn).
t. Atty. Gen., 1969–72; MO House of ...

IOB 20515, 202-225-7041. Also 851 N...
4116, 816-454-7117; and 8th and Ed...
-364-3900.

iculture (RMM of 18 R): Conservation ...
pment (RMM); Department Operations ...
Agriculture. *Education and Labor* (...
cation (RMM); Human Resources ...

ACU	NTLC	NSI	COC
65	76	90	[illegible]
78	—	—	[illegible]

ional Journal Ratings

	1989 LIB	—	1989 CONS	1990 LIB	—	1990 CONS
nomic	32%	—	68%	[illegible]	—	71%
al	30%	—	70%	[illegible]	—	69%
eign	13%	—	79%	[illegible]	—	77%

Votes

Eastern Strike Board	AGN	5.Rape/Incest Abort $	AGN	9.Cut SDI Funds	AGN
Override Wage Veto	AGN	6.Flag Amendment	AGN	10.Freeze Salvador Aid	AGN
Bal Budget Amend	FOR	7.1990 Civil Rights Act	AGN	11.Urge Test Ban Talks	AGN
Tax Rich/Incrs Med	AGN	8.Cap Pun/Race Discrm	AGN	12.Suspend Angola Aid	—

ection Results

90 general	E. Thomas (Tom) Coleman (R)	[illegible]	(52%)	($315,922)
	Bob McClure (D)	[illegible]	(48%)	($22,428)
90 primary	E. Thomas (Tom) Coleman (R)	[illegible]	(84%)	
	Don Sartain (R)	[illegible]	(16%)	
88 general	E. Thomas (Tom) Coleman (R)	[illegible]	(59%)	($341,344)
	Doug Hughes (D)	[illegible]	(41%)	($198,617)

SEVENTH DISTRICT

The fastest-growing region of Missouri in the 1980s was neither of its big metropolitan areas, but the Ozarks region around Springfield. Filled with green hills sometimes labelled mountains and man-made lakes sporting boats of all kinds, with small towns and the small city of Springfield, some of the fast-growing Assemblies of God, the Ozarks region is the kind of place in which many Americans would like to live—and more are every day. New subdivisions pop up around Springfield, as do retirement developments and condominiums in the mountains to the south around the tourist center of Branson. Incomes in this area are below the national average, but so is the cost of living, and crime, as many recent migrants from St. Louis and Chicago will tell you, is very low. The climate here is relatively temperate and the cultural tone is distinctly traditional. A 10-county region from Lake of the Ozarks south through Springfield to the Arkansas border grew nearly 18% in the 1980s, compared to 3% for metro St. Louis and 9% for metro Kansas City.

Historically, southwestern Missouri is Republican—against secession in 1861 and, as Springfield changed hands several times during the Missouri's Civil War, its sympathies stayed pro-... Its conservative responses to the big-spending government of the 1960s and cultural liberalism of the 1970s reinforced its Republicanism, but in 1988 it became closely contested after a longtime Republican incumbent retired and as Farm Belt discontent and anti-incumbent fever in 1990 swept most of Missouri.

Nonetheless, the 7th is still held by a Republican, Mel Hancock, a booming-voiced conservative who promoted a successful anti-tax referendum in 1980 and lost races for senator in 1982 and lieutenant governor in 1984. None of his victories have been impressive. He won the 1988 primary against an aide to his predecessor by a 39%–36% margin, then beat a former Springfield judge famed for tough sentences 53%–46%. In his first term, Hancock expressed doubts about whether he really wanted to stay in Congress; while grousing about high spending in general, he was proud to bring a committee hearing to southwestern Missouri to look at local ... needs. Democrat Patrick Deaton spent only $103,000 against him in ... to run some solid ads; Hancock raised $281,000 but spent only $182,000, ... won, 52%–48%. The 7th District was only minorly changed by redistricting, a...

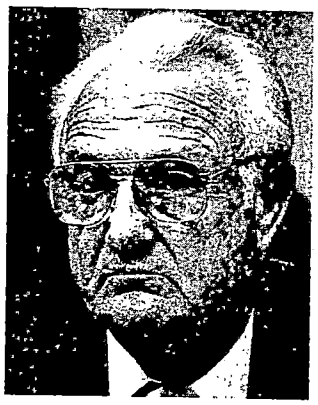
will continue to vote heavily Republican for President in 1992. But given recent performances, it's not clear that Hancock will win another term.

The People: Pop. 1990: 609,862; Pop. 1980: 545,921; up 11.7% 1980–1990. 97.4% White. Voting age pop.: 458,616.

1988 Presidential Vote:

Bush (R)	148,460	(61%)
Dukakis (D)	92,866	(38%)

Rep. Mel Hancock (R)



Elected 1988; b. Sep. 19, 1929, Cape Fair; home, Springfield; S.W. MO St. Col., B.S. 1951; Church of Christ; married ("Sug").

Career: Air Force, 1951–53; Intl. Harvester Co., 1947–51, 1953–59; Harware Mutual Insurance, 1960–67, Pres. and owner, Federal Protection Inc., 1969–89.

Offices: 318 CHOB 20515, 202-225-6536. Also 2840 E. Chestnut Expressway, Springfield 65802, 417-862-4317; and 302 Fed. Bldg., Joplin 64801, 417-781-1041.

Committees: *Banking, Finance and Urban Affairs* (15th of 20 R): General Oversight and Investigations; International Development, Finance, Trade and Monetary Policy; Economic Stabilization. *Public Works and Transportation* (13d of 21 R): Aviation; Investigations and Oversight; Water Resources. *Small Business* (10th of 17 R): Procurement, Tourism and Rural Development; Regulation, Business Opportunities and Energy.

Group Ratings

	ADA	ACLU	COPE	CFA	LCV	ACU	NTLC	NSI	COC	CEI
1990	11	4	4	22	25	100	100	100	79	99
1989	0	—	8	25	10	96	—	—	90	93

National Journal Ratings

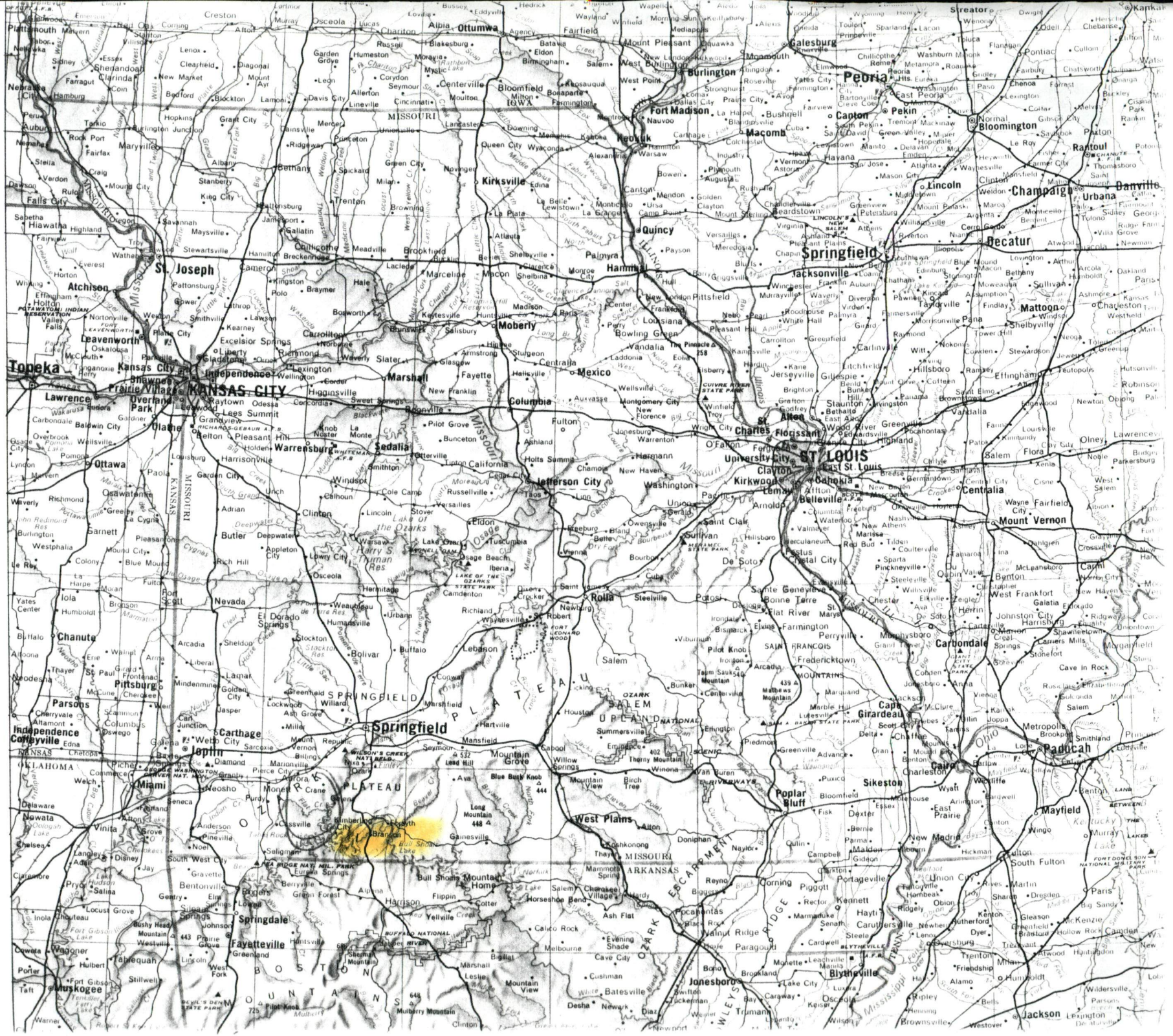
	1989 LIB — 1989 CONS	1990 LIB — 1990 CONS
Economic	0% — 91%	2% — 95%
Social	0% — 94%	0% — 89%
Foreign	0% — 88%	0% — 88%

Key Votes

1.Eastern Strike Board	AGN	5.Rape/Incest Abort $	AGN	9.Cut SDI Funds	AGN
2.Override Wage Veto	AGN	6.Flag Amendment	FOR	10.Freeze Salvador Aid	AGN
3.Bal Budget Amend	FOR	7.1990 Civil Rights Act	AGN	11.Urge Test Ban Talks	AGN
4.Tax Rich/Incrs Med	AGN	8.Cap Pun/Race Discrm	AGN	12.Suspend Angola Aid	AGN

Election Results

1990 general	Mel Hancock (R)	83,609	(52%)	($182,474)
	Pat Deaton (D)	76,725	(48%)	($103,265)
1990 primary	Mel Hancock (R)	75,860	(86%)	
	Jim Mundy (R)	8,032	(9%)	
	Ray Eaton (R)	4,605	(5%)	
1988 general	Mel Hancock (R)	127,939	(53%)	($338,125)
	Max Bacon (D)	111,244	(46%)	($215,064)


Topeka
Kansas City
Independence
KANSAS CITY
Prairie Village
Overland Park
Lawrence
Leavenworth
Atchison
St. Joseph
Marshall
Sedalia
Warrensburg
Moberly
Columbia
Jefferson City
Mexico
Hannibal
Quincy
Springfield
Jacksonville
Decatur
Champaign
Urbana
Danville
Lincoln
Bloomington
Peoria
Pekin
Fort Madison
Keokuk
Burlington
Galesburg
Ottumwa
Kirksville
Chillicothe
Trenton
Macomb
Canton
Havana
Rantoul
Mattoon
Charleston
Effingham
Centralia
Mount Vernon
Belleville
East St. Louis
ST. LOUIS
University City
Clayton
Kirkwood
Florissant
Alton
Wood River
Granite City
Jerseyville
Carlinville
Hillsboro
Litchfield
Taylorville
Pana
Shelbyville
Arcola
Paris
Sullivan
Monticello
Decatur
Lovington
Moweaqua
Assumption
Pawnee
Virden
Girard
Carrollton
Greenfield
Roodhouse
White Hall
Pittsfield
Winchester
Jacksonville
Chatham
Auburn
Waverly
Murrayville
Meredosia
Versailles
Beardstown
Virginia
Ashland
Petersburg
Williamsville
Riverton
Athens
Menard
Cerro Gordo
Bement
Tuscola
Villa Grove
Newman
Oakland
Humboldt
Ashmore
Kansas
Westfield
Robinson
Hutsonville
Palestine
Lawrenceville
Olney
Noble
Parkersburg
Bridgeport
Flora
Salem
Xenia
Carmi
Harrisburg
Eldorado
Galatia
Ridgway
Shawneetown
Carrier Mills
Stonefort
Cave In Rock
Golconda
Metropolis
Brookport
Smithland
Paducah
Cairo
Charleston
Mattoon
Sikeston
Poplar Bluff
Dexter
Fisk
Bloomfield
Mayfield
Wingo
Murray
Hickman
Fulton
South Fulton
Union City
Dresden
Martin
Rives
Sharon
Kenton
Gleason
Greenfield
Bradford
McKenzie
Hollow Rock
Camden
Huntingdon
Atwood
Trenton
Friendship
Milan
Alamo
Hunboldt
Jackson
Lexington
Wildersville
Parsons
Brownsville
Ripley
Bells
Dyersburg
Tiptonville
Blytheville
Osceola
Luxora
Lake City
Jonesboro
Brookland
Bono
Monette
Leachville
Manila
Caraway
Trumann
Lepanto
Wilson
Newport
Batesville
Desha
Newark
Diaz
Cushman
Mountain View
Leslie
Marshall
Bradley
Cave City
Melbourne
Evening Shade
Calico Rock
Ash Flat
Pocahontas
Walnut Ridge
Paragould
Cardwell
Hayti
Caruthersville
Ridgely
Obion
Hornbeck
Tiptonville
Reelfoot
Union City
Fulton
Hickman
Wickliffe
Arlington
Wardwell
Lovelaceville
Barlow
Kevil
Bardwell
Carlisle
Milburn
Clinton
Sedalia
Warrensburg
Knob Noster
Whiteman A.F.B.
Holden
Pleasant Hill
Harrisonville
Belton
Grandview
Raytown
Lees Summit
Odessa
Concordia
Higginsville
Lexington
Wellington
Orrick
Richmond
Excelsior Springs
Liberty
Gladstone
Kearney
Smithville
Lawson
Plattsburg
Cameron
Kingston
Braymer
Polo
Hale
Lathrop
Gower
Weston
Platte City
Parkville
Tracy
Leavenworth
Oskaloosa
McLouth
Tonganoxie
Perry
Lecompton
Ottawa
Paola
Osawatomie
Greeley
La Cygne
Garnett
Pleasanton
Mound City
Blue Mound
Colony
Iola
Humboldt
Chanute
Erie
Walnut
Arma
Girard
Frontenac
Pittsburg
McCune
Cherokee
Weir
Scammon
Columbus
Oswego
Parsons
Cherryvale
Altamont
Independence
Coffeyville
Edna
Chetopa
Neodesha
Yates Center
Buffalo
Altoona
Thayer
St. Paul
Humboldt
Fort Scott
Nevada
Bronson
Marmaton
Osage
Meadow
Pleasanton
Mound City
Blue Mound
Fulton
Harper
Le Roy
Yates Center

Mel Tillis Theater
PO Box 1626; U.S. Hwy. 65 & Mo. Hwy. 248; Branson, MO 65616
417-335-6635
New theater! New show! Perfect location! Starring Mel Tillis & the Statesiders. Special performances by guest stars. Group rates available. Send for color brochure.

Andy Williams Moon River Theatre
2500 W. Hwy. 76; Branson, MO 65616
417-334-4500
Andy Williams! Branson's newest most memorable show. Come hear the legend. Two shows daily at 3 p.m. and 7 p.m. except Monday.

Attractions

Lake Queen
280 N. Lake Dr.; Branson, MO 65616
417-334-3015
Breakfast, dinner and sightseeing cruises aboard a genuine paddle wheeler.

Mutton Hollow Craft & Entertainment Village
W. Hwy. 76, PO Box 250; Branson, MO 65616
417-334-4947
Music, shows, rides, craft village, four restaurants, and dinner show.

Ride The Ducks
PO Box 1837; Branson, MO 65616
417-334-DUCK
A land and lake excursion, come experience Branson "Duck style"!

The Shepherd of The Hills Homestead and Outdoor Theatre
HCR 1, Box 770; W. Hwy. 76; Branson, MO 65616
417-334-4191
33rd season of daytime fun and nighttime thrills that re-enact the Ozark's rich heritage!

Stone Hill Winery
R-8 Box 165; Branson, MO 65616
417-334-1897
Free tours and tasting at Missouri's most awarded winery. Visit with our bottler as he demonstrates the making of our Spumantes. Gift shop. Open year round.

Taneycomo Golf Course
Rt # 1, Box 196-1; Hwy. 160; Forsyth, MO 65653
417-546-5454
USGA regulation course, driving range, cart rentals, pro shop, public.

Shopping

Branson Mercantile Company
120 S. Commercial (Downtown); Branson, MO 65616
417-334-3634
Clothes for everyone. Good values. Gift wrapping and shipping available.

The Engler Block
1335 W. Hwy. 76 (Music Country Blvd.); Branson, MO 65616
417-335-2200
Beautiful indoor crafts marketplace. 26 shops & galleries, food, restrooms.

Factory Merchants Outlet Mall
Pat Nash Dr. off West Hwy. 76; Branson, MO 65616
417-335-6686
Over 50 leading manufacturers offer dramatic savings on apparel/housewares.

Quilts & Quilts Country Store
1137 W. Hwy. 76; Branson, MO 65616
417-334-2954
Overwhelming! The largest quilts and crafts shop in the Ozarks.

The Walnut Bowl Shop
1940 W. Hwy. 76; PO Box 6257; Branson, MO 65616
417-334-5915
Gifts, crafts, collectibles, decorative home accessories, occasional furniture, dolls, baskets, pottery, finest quality handcrafted in the Ozarks. Great stuff. Come in & see.

Restaurants

Baldknobbers Country Restaurant
PO Box 1912; Branson, MO 65616
417-334-7202, FAX 417-334-4526
Family restaurant featuring full menu or breakfast/dinner buffet.

Country Kitchen Restaurant
3225 W. Hwy. 76; Branson, MO 65616
417-334-2766
Award-winning, family dining, buffet, menu service, breakfast anytime. Entertainment nightly.

Ozark Family Restaurant
1580 W. Hwy. 76; PO Box 188; Branson, MO 65616
417-334-1206
Excellent buffets, steaks, seafood, sandwiches, cocktails, motorcoaches welcome! 7 a.m -9 p.m.

The Shack Family Restaurant
Downtown Branson; 108 S. Commercial St.; Branson, MO 65616
417-334-3490
Good home cookin', breakfast, lunch, dinner. Homemade pies, cobblers, breads.

Services

Boot Kicker International
PO Box 10833; Springfield, MO 65808
417-889-9246
Teaching tourists country western dances is our business. Private or group lessons available.

Morris Oil & Gas Company
111 E. Atlantic St.; Branson, MO 65616
417-334-5311
Diesel and gasoline. Amoco, Apco & bank cards. Easy access. Buses welcome.

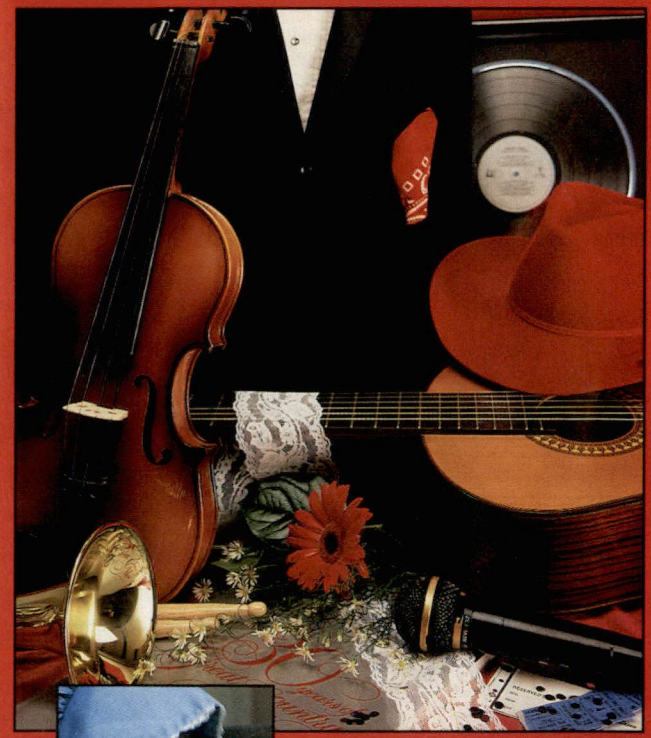
Magazines

Branson's Country Review Magazine
PO Box 357; Branson, MO 65616
417-334-6627
Music show schedules, complete entertainment information. Subscribe for only $10.97.

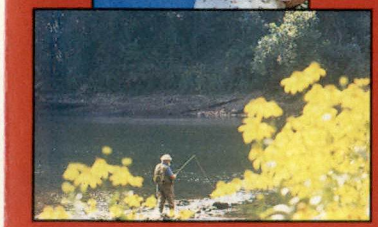
Want to know more about the Branson/Lakes Area?
Call 1-900-884-BRANSON!
($1.50 per minute)

Branson!

•AND THE LAKES AREA•







- Music Shows
- Attractions
- Lake Activities
- Shopping & Crafts
- Lodging & Dining
- And More!

Branson/Lakes Area
Chamber of Commerce
PO Box 220
Branson, MO 65616

Ozark Prime Time Tours
PO Box 1981; Branson, MO 65616
1-800-728-0491
Complete customized trip planning for tours & groups.

Selectix
PO Box 6198; 203 Bus. Hwy. 65; Branson, MO 65616
1-800-947-3747
Complete ticket service for shows and attractions. Free hotel delivery.

Tour & Convention Consultants
219 S. Jefferson; Springfield, MO 65806
417-862-2708 or 800-726-8627
Reservations: Groups and individuals for Branson/Springfield motels, attractions, shows, plus package tours to Eureka Springs, Ark. and Carthage, Mo.

Vacation Outfitters
PO Box 45; Branson, MO 65616
800-999-0681
Branson area reservations - one free call - motels, resorts, music shows.

Lodging

Best Western Branson Inn
U.S. Hwy. 65 N., PO Box 676; Branson, MO 65616
417-334-5121
Convenient location in northeast Branson; on a scenic Ozarks hilltop.

Best Western Knights Inn
3215 W. Hwy. 76; Branson, MO 65616
417-334-1894
Music show area, Country Kitchen Restaurant, indoor/outdoor pool, spa.

Comfort Inn
203 South Wildwood Drive; Branson, MO 65616
417-335-4727
Close to everything and next to perfect!

Compton Ridge Campgrounds & Lodge
HCR 9, Box 1180; Branson, MO 65616
800-233-8648
Convention center, catered meals, indoor heated pool, tennis, deluxe accommodations.

Corvair Resort and Motel
HC 1 Box 1006-P ; Branson, MO 65616
417-338-2231
AAA approved near Silver Dollar City and Table Rock Lake.

Country Gardens Bed & Breakfast
HCR 4, Box 2202 (Lakeshore Dr.); Branson, MO 65616
417-334-8564
Quiet lakefront, private baths, spas available all rooms, full breakfast. Honeymoon packages and gift certificates available.

Days Inn Branson
3524 Keeter St. (W. Hwy. 76); Branson, MO 65616
417-334-5544
255 Units, AAA approved, walk to 10 shows, six years old, 55 new rooms in 1992, restaurant.

Dutch Kountry Inn
PO Box 1367; Branson, MO 65616
800-541-5660
Delightful motel located near Andy Williams Moon River Theatre, Grand Palace, and next door to the Track and Kids Kountry Family Amusement Park.

Fall Creek Resort
1 Fall Creek Drive; Branson, MO 65616
417-334-6404 ext. 111
Fully equipped luxury condos, nightly rentals with free resort amenities.

Hi-Ho Motor Inn
3325 W. Hwy. 76; Branson, MO 65616
417-334-2204
Pool, AM-coffee, cable-TV, level parking, walking distance to seven shows.

Honeysuckle Inn
HCR 1, Box 761; Branson, MO 65616
800-942-3553 or 417-335-2030
Country Victorian inn: New queen rooms, 152 units, excellent location, bus accommodations, restaurant nearby, group rates, pool, vacation package available.

Kimberling Inn Resort and Conference Center
Hwy 13, PO Box 159; Kimberling City, MO 65686
800-833-5551
Branson area's most complete lakefront resort. Bus tours welcome.

K Royal Motel
R. #1, Box 724; Branson, MO 65616
417-335-2232
Walking distance twelve major shows, Crackerbarrel Restaurant adjoining, nicer place.

Lakeview Inn
Jct Hwy 13 & 76 PO Box 2072; Branson West, MO 65737
800-343-2769 or 417-272-8195
Luxury and convenience at an affordable price. Minutes to all attractions.

Mountain Music Inn
300 Schaefer Drive; Branson, MO 65616
417-335-6625
Located amidst Branson's "Music Celebrity Row" of the West 76 Strip.

Paramount Motor Lodge
545 N. Hwy. Bus. 65; Branson, MO 65616
417-334-2111 or 800-628-9254
Pool, hot-tub, playground, DD phones, king beds, queen beds, suites, cable TV, bus parking. For reservations call 1-800-628-9254!

76 Mall Complex
West 76 Country Blvd, 1807 Neihardt St.; Branson, MO 65616
1-800-828-9068
"We have it all...All in one convenient location!" The 76 Mall Complex is Branson's most convenient place to stay or visit. You will find the 76 Mall Inn, 76 Music Hall, Bonanza Family Restaurant, 76 Indoor MIni-Golf, Aladdin Arcade, the original 76 Mall Gift Shop, and many specialty shops all in one convenient location in the heart of Branson activity.

Southern Oaks Inn
HCR 1 Box 759; Branson, MO 65616
417-335-8108
Clean Texas-size rooms, heated pool, level parking, gift shop.

Music Shows

Baldknobbers Theatre
PO Box 972; Branson, MO 65616
417-334-4528; FAX 417-334-4526
Don't miss Branson's first country music/comedy show. Group rates.

Braschler Music Show
PO Box 1408; Branson, MO 65616
417-334-4363
Wholesome family entertainment featuring country, gospel, comedy. Barrel of laughs!

Buck Trent Dinner Theater
PO Box 5046; Branson, MO 65616
417-335-5428
Buffet breakfast/show, and buffet dinner/show, call for reservations.

Campbell's Ozark Country Jubilee
3115 W. Hwy. 76; Branson, MO 65616
800-365-5833 or 417-334-6400
Fast-paced country music variety show full of dancing and comedy! Quality entertainment with a personal touch. Call Carol for details!

Roy Clark Celebrity Theatre
3425 W. Hwy. 76; Branson, MO 65616
417-334-0076
Featuring Roy Clark and nationally known entertainment. Also dinner theater.

Foggy River Boys
PO Box 66; Branson, MO 65616
417-334-2563
Best entertainment value! Good quartet harmony and lots of fun.

Cristy Lane Theatre
PO Box 0630; Branson, MO 65616
417-335-5111
Cristy Lane-the international star who keeps making music history.

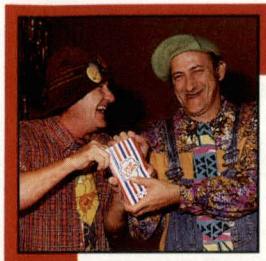
Presleys' Mountain Music Jubilee
2920 76 Country Boulevard; Branson, MO 65616
417-334-4874
The original music and comedy stage show on Branson's 76 Country Boulevard. Evenings at 8 p.m., March through December.

The Jim Stafford Theatre
PO Box 6366-C6; W. Hwy. 76; Branson, MO 65616
417-335-8080 or 800-677-8533
"Kick Up Your Heels" with Jim Stafford, comic-genius behind "Spiders & Snakes," "Cow Pattie," etc.

Ray Stevens Theatre
3815 W. Hwy. 76, Branson, MO 65616
417-334-2422
Ray Stevens in person daily, Monday thru Saturday, 3 & 8 p.m.

Shoji Tabuchi Theatre
Shepherd of the Hills Expressway; Branson, MO 65616
417-334-7469 box office or 417-334-7401 group sales
Family variety entertainment featuring the violin artistry of Shoji Tabuchi. Time Magazine said, the show is "... perhaps the most popular in town." And CBS' Sixty Minutes observed that Shoji's "is among the hottest acts in Branson."

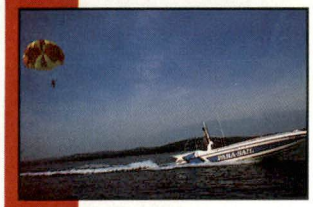
Texans present Stars on Revue
1825 W. Hwy. 76 (at the Kirkwood Inn); Branson, MO 65616
417-334-0903 or 800-223-TEXN (8396)
Features award-winning quartet the Texans. Variety of country music, gospel, '50's and comedy! Stars on Revue guests Country Bumpkin Cal Smith, Mr. Easy Lovin' Freddie Hart, and Grand Ole Opry stars Del Reeves, Stonewall Jackson, Jeannie Seely and many more... one big show!



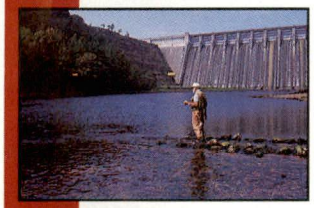




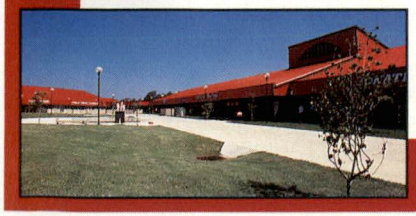


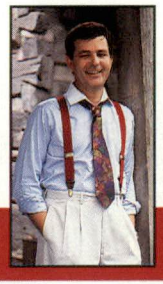








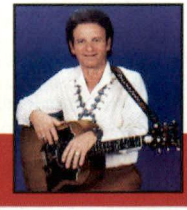














What's so special ab Branson?

How about more live music theaters than anywhere else?
And three big lakes to enjoy year-around?
Theme parks preserving Ozarks history and heritage?
And hundreds of places to shop for crafts, collectibles and contemporary wares?
No other area has so many activities for all ages clustered into one location, surrounded by some of the most appealing scenery in the country.

Live Music Shows

Live music shows have been part of the Branson/Lakes Area for more than 30 years. Within only a few miles are more than 25 music theaters offering over 40 different live shows at various times of day. In recent years, nationally-known entertainers have chosen the Branson/Lakes Area as their home and business address, and they have helped draw well-deserved attention to the talented people who pioneered the local music industry.

Lake Activities

Three big lakes — Table Rock, Taneycomo and Bull Shoals — offer some of the finest fishing in the nation and every freshwater activity you can name. Boating, swimming, skiing, sailing, sunning, scuba diving, parasailing or whatever your favorite water activity, you'll find it on local lakes.

Three Theme Parks

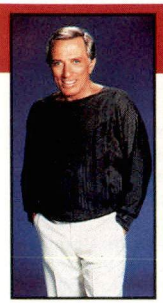
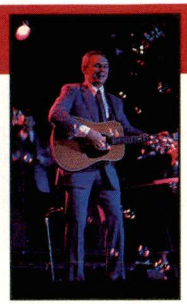
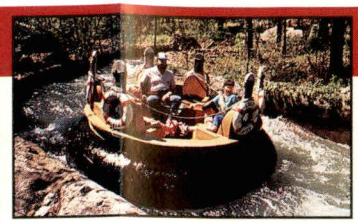
Famous theme parks help draw millions of visitors to the Branson/Lakes each year. Silver Dollar City, a turn-of-the-century Ozarks village inhabited by a colony of unique crafters and artists, features rides and amusements, many din places, dozens of country musicians and an evening music show.

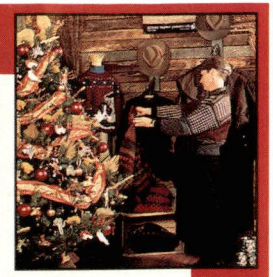
Shepherd of the Hills Homestead and Outdoor Theatre offers crafts, music, f and entertainment all day from its jeep-drawn tour vehicles, and the nationally- famous "Shepherd of the Hills" historical drama each night.

Mutton Hollow Craft and Entertainment Village features glimpses of the Ozar lifestyle of a century ago. Live music, an old-fashioned "county fair" area, crafts a variety of food and amusements are part of the activities.

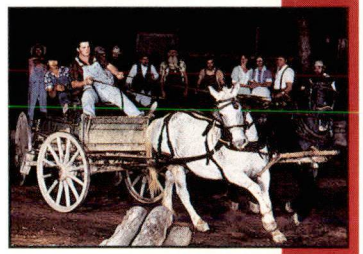
Unique Shopping

You won't go home empty-handed from the Branson/Lakes Area. You'll f tomorrow's heirlooms in the shops of hundreds of artists and crafters. Malls and







villages are devoted to hand crafted gifts, antiques, collectibles and contemporary goods.

Family Fun

And there's so much more. You can ride the "Ducks" — World War II amphibious vehicles -- on a scenic tour over land and into the waters of Table Rock Lake. You can take a restful cruise on Lake Taneycomo aboard the Lake Queen paddle-wheeler or the Sammy Lane Pirate Cruise. Go-carts, bumper cars, amusement park rides, a large water park, and other youthful activities abound for family fun. Browse through a museum, watch wine makers at work, or climb into a helicopter for a bird's eye view of the scenery. Try a round or two of mini-golf, or play a round or two of the real thing on one of five local golf courses.

And you'll find delicious dining and comfortable lodging to suit all tastes and budgets.

Something for Everyone

Outdoors and indoors, day and night, for families, couples and organized groups — it's more fun than you can have in just one trip. That's why people keep coming back to the Branson/Lakes Area, again and again.







Sponsor Businesses

The following Branson/Lakes Area Chamber of Commerce members have provided funding for this publication.

Ticket and Reservation Services

AAA Tickets & Delivery Services
1316 W. Hwy. 76; Branson, MO 65616
417-336-4000 or 800-475-7070
Reservations for all shows. UPS collect or delivery in Branson.

Branson Vacation Reservations
702 S. Third St.; Branson, MO 65616
1-800-221-5692
Full service group and individual packages. Motel and ticket reservations.

Casey's Branson Connection
PO Box 1064; Branson, MO 65616
1-800-766-3738; FAX 417-335-5933
Complete personalized planning for your group or tour in Branson & Eureka Springs.

Fountain Head Tours -Tickets-Reservations
Suite 16 Pzazz Bldg., Pt. Royale; PO Box 6276; Branson, MO 65616
1-800-334-2723
Motels, resorts, theaters, attractions, packages, complete planning Branson/ Eureka Springs.

Ozarks' Kirkwood Hospitality
PO Box 1166; Branson, MO 65616
1-800-848-5432 or 417-335-4668
Receptive operators, customized packaging for groups. One call books it all!

Ozark Mountain Sightseeing
211-1 East Long St., PO Box 1167; Branson, MO 65616
1-800-925-8498
Branson group tours can be simple! Customized packages for groups of 20 to 600. We've been showing the Ozarks to folks since before 1975. Services available include tour itinerary planning, step on guides, full local escorts, local sightseeing buses (great for reunions and RV rallies), and complete Ozarks packages. Call Ed Michel today!

Please send comprehensive vacation information including "Slip Away to the Branson/Lakes Area" Vacation Guide.

Name _____

Address _____

City _____ State _____ Zip _____

Mail to: Branson/Lakes Area Chamber of Commerce
P.O. Box 220, Branson, MO 65616

Willie Nelson's Ozark Theatre con't.21: *Merle Haggard***/*Willie Nelson**; 22: *Willie Nelson*; 23: *Merle Haggard***/*Willie Nelson**; 24*: *Merle Haggard*; 25-27: *Willie Nelson*; 28: *Merle Haggard***/*Willie Nelson**; 29: *Willie Nelson*; 30: *Merle Haggard***/*Willie Nelson**; 31*: *Merle Haggard*

Presley's Mountain Music Theatre
417-334-4874
Showtime: 8 p.m. (closed Sunday)

Silver Dollar City
417-336-7100
Daytime Shows: *Riverboat Ramble,* Riverboat Playhouse; *Buffalo Fred's Frontier Follies,* Saloon; *Western Music Roundup,* Dockside Theatre; Southern Gospel by *"Priority,"* Gazebo; Country Music by *"Horse Creek,"* Gazebo; Ozark Minstrel *Danny Eakin,* Valley Theatre; Folk Songs by *John and Jan,* Valley Theatre. **Evening Show:** "Music is Forever" starring *The Branson Brothers, Tammy Pemberton, Wade Benson Landry, Wayne Francis.*
Showtime: 1/2 hour after park closes

Shepherd of the Hills Homestead & Outdoor Theatre
417-334-4191
Shepherd of the Hills play: 8:30 p.m.

Jim Stafford Theatre
417-335-8080
1-800-677-8583
Jim Stafford
Showtime: 8 p.m.
Branson Gospel Hour
Showtime: Sun. 10 a.m.

Ray Stevens Theatre
417-334-2422
Showtimes: 3 and 8 p.m.
(closed Sunday)

Shoji Tabuchi Theatre
417-334-7469
Showtimes: 3 & 8 p.m.
(closed Monday)
8 p.m. performances only: JUNE 7, 14, AUGUST 2, 9, 16, 23, 30

Texans Theatre
417-334-0903
1-800-223-TEXN (8396)
Showtimes: 3 & 8 p.m.
The Texans and Stars on Revue: *Del Reeves, Stonewall Jackson, Jeannie Seely, Justin Tubb, Freddie Hart, Cal Smith, Johnny Duncan*

Mel Tillis Theatre
417-335-MMEL (6635)
Mel Tillis
Showtimes: 2 & 8 p.m. Tues., Wed., Thurs., Sat.;
8 p.m. only Fri. & Sun.
Guest performers:
Charley Pride: June 1, 14, 15, 21, 22, 28, 29; July 5, 6, 12, 13 (Sun. 2 p.m. and Mon. 2 & 8 p.m.); *Pam Tillis:* July 27 (2 & 8 pm); *Charley Pride:* August 10-17 (2 & 8 pm), 23 (2 pm only), 24 (2 & 8 pm); *Debbie Reynolds:* August 30-31 (2 & 8 pm)

Buck Trent Dinner Theatre & Breakfast Show
417-335-5428
Showtimes: 9 a.m.* & 7 p.m.**
(closed Wednesday)
* Breakfast 8:30 ** Dinner 6 pm

Andy Williams Moon River Theatre
417-334-4500
Showtimes: 3 & 7 p.m.
(closed Monday)

While every attempt has been made to ensure the accuracy of this showguide, the Branson/Lakes Area Chamber of Commerce is not responsible for changes in showtimes or schedules. The Branson/Lakes Area Chamber of Commerce cannot make show reservations; please call the individual theaters.

SHADES OF THE OLD WEST.

The simple pleasures of the working cowboy: a smart horse, a warm bunk and a good pair of boots. Introducing Durango Boot's "Shades of the Old West." For men and women.



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Branson

SHOWGUIDE

JUNE, JULY, AUGUST 1992



presented by

BRANSON/LAKES AREA CHAMBER OF COMMERCE
P.O. Box 220 • Branson, MO 65616
1-900-884-BRANSON ($1.50 per minute)

JUNE, JULY, AUGUST 1992

76 Music Hall
417-335-2484
Albert Brumley Music Show:
Mon.-Sat. 10 a.m.
Down Home Country Music Show:
Mon.-Sat. 1:30 p.m.
The Texas Gold Minors:
Mon. & Tues., Thurs.-Sun. 4 p.m.
The Memory Makers:
Mon.-Sat. 8 p.m.
The Sunday Gospel Jubilee: 2 p.m.

Baldknobbers Hillbilly Jamboree Show
417-334-4528
Showtime: 8 p.m. (closed Sunday)

Moe Bandy's Americana Theatre
417-335-8176
1-800-424-2334
Showtimes: 2 p.m. & 8 p.m. No matinee on Tuesdays.
JUNE— 1-6, 8-13, 16-20, 22-27, 29, 30, JULY— 1-11, 13-18, 22-25, 27-31, AUGUST— 1, 3-8, 10-15, 18-22, 24-29, 31

Braschler Music Show
417-334-4363
Showtime: 8:30 p.m. except Fri.; Gospel Show Thurs. only 2 p.m.

Box Car Willie Theatre
417-334-8696
1-800-942-HOBO (4626)
Showtime: 8 p.m. (closed Sunday)
Matinee Tues. 2 p.m.

Campbell's Ozark Country Jubilee
417-334-6400
(closed Wednesday)
Ozark Country Jubilee: 8 p.m.
The Blackwood Singers: 2 p.m.
Ozarks Morning Show: 10 a.m.

Cash Country
417-335-CASH (2274)
1-800-879-CASH (2274)
Showtimes: 12, 3 & 7 p.m.
JUNE— 1: *Joe Diffie, Tracy Lawrence*; 2-6, 9-13: *Johnny Cash*; 14-16: *George Jones, Nitty Gritty Dirt Band, Michelle Wright;* 17-21: *Tammy Wynette, Highway 101,;* 23-28: *David Copperfield*; 30: *Johnny Cash*; JULY— 1-4: *Johnny Cash*; 5-6: *The Nitty Gritty Dirt Band, Marty Stuart;* 7-11: *Johnny Cash*; 12-13: *Jerry Lee Lewis, Carl Perkins*; 14-16: *Crystal Gayle, Hal Ketchum*; 17-18: *T. Graham Brown, Crystal Gayle*; 19: *Crystal Gayle*; 20-22: *Tammy Wynette, Hal Ketchum, George Jones*; 23: *Tammy Wynette, Hal Ketchum*; 24: *Brenda Lee, Lionel Cartwright*; 25-26: *Brenda Lee, Chubby Checker*; 27: *Diamond Rio, Brooks & Dunn*; 28-31: *Johnny Cash*; AUGUST— 1: *Johnny Cash*; 2-3: *Don Williams,*; 4-8: *Johnny Cash*; 9-16: *Wayne Newton*; 11-15: *Everly Brothers, Wayne Newton*; 16: *Tammy Wynette, Wayne Newton, Tracy Lawrence*; 17-19: *Tammy Wynette, Eddie Rabbitt*; 20-21: *Eddie Rabbitt, Crystal Gayle*; 22-24: *Crystal Gayle, Brenda Lee;* 25-29: *Johnny Cash*

Celebration Theatre
417-334-5150
1-800-779-7277
Showtimes: Mon. - Sat. 4 & 8 p.m., Sun. 3 p.m. only
JUNE— 1-3: *Mid South, Janet Paschal*; 4-5: *Paul Overstreet, Mark Lowry*; 6: *Paul Overstreet*; June 7-9: *Larnelle Harris, Hicks & Cohagen*; 10-12: *The Nelons, Kelley Thompson*; 13-16: *Wayne Watson, Bruce Carroll*; 17-19: *The Talleys,Tony Melendez*; 20: *The Talleys,Bruce Carroll*; 21-24: *The Whites*; 25-27: *Wendy Bagwell & the Sunliters, The Bishops*; 28-30: *Imperials, Hicks & Cohagen*;
—MORE—

Celebration Theatre con't.
JULY— 1: *Imperials,Hicks & Cohagen*; 2-8: *Gaither Vocal Band, Buddy Greene*; 9-12: *Mid South, Mark Lowry*; 13-14: *Mid South, Janet Paschal*; 15-17: *The Talleys, Tony Melendez*; 18-20: *Nashville's Christ Church Choir*; 21-22: *Wayne Watson, Bruce Carroll*; 23-26: *Cathedrals*; 27-29: *The Hoppers, Greater Vision*; 30-31: *Statesmen, Greater Vision*; AUGUST— 1-2: *Statesmen, Goodmans*; 3-4: *Bruce Carroll,Twila Paris*; 5-6: *Paul Overstreet*; 7: *Paul Overstreet, Mark Lowry*; 8-9: *Cathedrals, Mark Lowry*; 10-11: *Statesmen, Karen Peck & New River*; 12-14: *Larnelle Harris, Hicks & Cohagen*; 15-19: *4 Him, Mark Lowry*; 20-22: *The Talleys, J.J. Turner*; 23-26: *Foresters*; 27-29: *Mid South, Janet Paschal*; 30: *Mid South, Buddy Greene*; 31: *Gaither Vocal Band, Buddy Greene*

Roy Clark's Celebrity Theatre
417-334-0076
1-800-352-5275
Showtimes: 2 & 8 p.m.
JUNE— 1-14: *Roy Clark*; 15-17: *Restless Heart*; 18-19: *Holly Dunn*; 20-21: *Sweethearts of the Rodeo*; June 22-30: *Roy Clark*; JULY — 1-12: *Roy Clark*; 13-15: *Restless Heart*; 16-17: *Johnny Paycheck*; 18-19: *Exile*; 20-31: *Roy Clark*; AUGUST — 1: *Roy Clark*; 2-4: *Johnny Paycheck*; 5-13: *Roy Clark*; 14-15: *Sweethearts of the Rodeo*; 16-21: *Roy Clark*; 22-23: *T.G. Sheppard*; 24-25: *Holly Dunn*; 26-27: *Michael M.artin Murphy*; 28-31: *Roy Clark*

Dino's Theatre
417-335-6766
1-800-775-DINO (3466)
Showtimes: Sun., Mon., Wed., Thurs. 3:30 & 8 p.m., Fri. & Sat. 12, 3:30 & 8 p.m. (closed Tuesdays)

Foggy River Boys Theatre
417-334-2563
Foggy River Boys: 8 p.m. except Mondays.
Sons of the Pioneers: 2 p.m. Tues. - Sat., 8 p.m. Mondays.

Gilley's Family Theatre
417-334-3210
1-800-334-1936
Showtimes: 3 & 8 p.m.
(closed Tuesday)
JUNE— 1, 36: *Mickey Gilley*; 7-8: *Ronnie McDowell*; 10-15, 17-20: *Mickey Gilley*; 21-22: *Ronnie McDowell*; 24-29: *Mickey Gilley*; JULY— 1-6, 8-13, 15, 18: *Mickey Gilley*; 19-20: *Ronnie McDowell*; 22-27, 29-30: *Mickey Gilley*; AUGUST— 1-3: *Mickey Gilley*; 5-8: *Faron Young*; 9-10: *Ronnie McDowell*; 12-17,19-24, 26-31: *Mickey Gilley*

The Grand Palace
417-33GRAND (334-7263)
Showtimes: 2 & 8 p.m. unless noted otherwise.
Hosts: *Louise Mandrell* (LM) and *Glen Campbell* (GC). *Branson Brothers* (BB) perform 2 & 8 pm Sundays. JUNE— 1-3: *LM, The Charlie Daniels Band*; 4-6: *LM, The Oak Ridge Boys*; 7: *BB, Kingsmen*; 8: *LM, Emmylou Harris*; 9-10: *Roger Miller,Emmylou Harris*; 11-13: *LM, Ronnie Milsap*; 14: *BB, Jerry Clower*; 15-16: *GC, Pam Tillis*;
17-19: *GC, Trisha Yearwood*; 20: *To be announced*; 21: *BB, Gold City*; 22-24: *GC, Marie Osmond*; 25-27: *GC, Statler Brothers*; 28: *BB, Jerry Clower, Statler Brothers*; 29-30: *LM, Statler Brothers*; JULY— 1: *Louise Mandrell*; 2-4: *LM, Doug Stone*; 5: *BB, Jerry Clower*; 6-8: *LM, Waylon Jennings & Colter*; 9-11: *LM, Tanya Tucker*; 12: *BB, Cathedrals*; 13-14: *LM, Ricky Skaggs*; 15-17: *LM, Emmylou Harris*; 18: *Ricky Van Shelton* (8 p.m. only);
—MORE—

The Grand Palace (con't.)
JULY 19: *BB, J.D. Sumner*; 20-22: *GC, The Oak Ridge Boys*; 23-25: *GC, Asleep At The Wheel*; 26: *BB, Kingsmen*; 27-29: *GC, Mark Chesnutt*; 30-31: *GC, Sawyer Brown*; AUGUST— 1: *GC, Sawyer Brown*; 2: *BB, Jerry Clower*; 3-4: *Roger Miller, Steve Wariner*; 5-7: *Roger Miller, Ricky Skaggs*; 8: *TBA*; 9: *BB, Inspirations*; 10-12: *GC, Waylon Jennings & Colter*; 13-15: *GC, Ronnie Milsap*; 16: *Reba McEntire*; 17-19: *GC, Sawyer Brown*; 20-22: *Glen Campbell*; 23: *BB, Gold City*; 24-26: *GC, Marie Osmond*; 27-29: *GC, Emmylou Harris*; 30: *BB, J.D. Sumner*; 31: *LM, Waylon Jennings & Colter*

Cristy Lane Theatre
417-335-5111
Cristy Lane: 7:30 p.m. Tues.-Sat.
Danny Davis and the Nashville Brass: 1 p.m. except Fri., 7:30 p.m. Sun. & Mon.
Shower of Stars: 10 a.m. & 4:30 pm

Lowe's Theatre
417-334-0428
Showtimes: 2 & 8 p.m.
JUNE— 1-2: *Conway Twitty, Jerry Reed*; 3-4: *Conway Twitty, Johnny Russell*; 5: *Conway Twitty, Connie Smith*; 6-7: *Vern Gosdin, Connie Smith*; 8-10: Stars from *The Andy Griffith Show*; 11-14: *Loretta Lynn*; 15-16: Stars from *The Andy Griffith Show*; 17-21: *Loretta Lynn* ; 22-23: *Conway Twitty, Janie Fricke*; 24-28: *Loretta Lynn* ; 29-30: *Conway Twitty, Johnny Russell*; JULY— 1-3: *Conway Twitty, Connie Smith*; 4: *TBA*; 5: *Conway Twitty, Jerry Reed*; 6-7: *Conway Twitty, Jerry Reed*; 8-12: *Loretta Lynn* ; 13-14: *Conway Twitty, Janie Fricke;* 15-19: *Loretta Lynn*; 20-21: *Vern Gosdin, Jerry Reed*; 22-26:*Loretta Lynn*; 27-28: *Conway Twitty, Connie Smith*; 29-31: *Loretta Lynn*;
—MORE—

Lowe's Theatre con't.
AUGUST— 1: *Loretta Lynn*; 2-4: *Conway Twitty, Janie Fricke*; 5-9: *Loretta Lynn* ; 10-11: *Conway Twitty, Johnny Russell*; 12-16: *Loretta Lynn*; 17-18: *Conway Twitty, Jerry Reed*; 19-23: *Loretta Lynn* ; 24-25: *Vern Gosdin, Johnny Russell*; 26-30: *Loretta Lynn*

Memory Lane Theatre
417-335-3777, 338-5355
1-800-477-5138
The Blackwood Quartet
Showtimes: 10 a.m. Tues.-Sun., Matinee 2 p.m. Sun.
Eddie Cash: 1:30 & 4 p.m.
Elvis-A-Rama: every 1/2 hr.
Jim Owens: 8 p.m.

Mutton Hollow Craft & Entertainment Village
417-334-4947
Mutton Hollow Revue Dinner Theatre: 5 p.m.
Cedar Mountain Music Hall: starting at 9 a.m.

Willie Nelson's Ozark Theatre
417-334-0023
Showtimes: Mon.-Thurs. & Sat. 3:30 & 8:30 p.m., Fri. & Sun. 3:30 & 8:30 p.m. unless noted otherwise. (* = 8:30 only, ** = 3:30 only)
Mac Wiseman: Tues-Thurs 9:30 am
Johnny Minnick: Sun., 9:30 a.m.
JUNE— 1*, 2-7, 8 *, 9: *Merle Haggard*; 10-11, 12*, 13, 14*, 16-18, 19*, 20, 21*, 23-25, 26*, 27, 28*, 30: *Willie Nelson*; JULY— 1-2, 3*, 4, 5*, 7-9: *Willie Nelson*; 10: *Merle Haggard***/ *Willie Nelson**; 11: *Willie Nelson*; 12: *Merle Haggard***/*Willie Nelson**; 13*: *Merle Haggard*; 14-19, 21-26: *Merle Haggard*; 28-30, 31*: *Willie Nelson*; AUGUST— 1, 2*, 4-6: *Willie Nelson*; 7: *Merle Haggard***/*Willie Nelson**; 8: *Willie Nelson*; 9: *Merle Haggard***/*Willie Nelson**; 10*, 11-16, 18-20: *Merle Haggard*;
—CONTINUED ON FLAP—

Ozark Mountain Christmas!



Discover a new tradition ...
Ozark Mountain Christmas!

The fun doesn't stop when the temperature drops in the Branson/Lakes Area!

No where else in the nation can you experience so much festive scenery, holiday lights, country-style music and special activities, shopping, fishing and fun! All the reasons guests love to visit here in the spring, summer and fall continue into the New Year during Ozark Mountain Christmas.

Colorful attractions, delightful music shows, and unique shopping make for memorable family fun.

Visit us this holiday season, and begin a new tradition with the people you love.

For the latest information on area events and activities, call or write:

Branson/Lakes Area
Chamber of Commerce
P.O. Box 220
Branson, MO 65616;
1-900-884-BRANSON ($1.50/min.)

OZARK MOUNTAIN·CHRISTMAS

Discover a new tradition ... Ozark Mountain Christmas!

Visit the Branson/Lakes Area for the holiday season and begin a new tradition with the people you love.

Major holiday events, music shows and theme parks are surrounded by the "Festival of Lights" — spectacular lighting displays uniting several communities. Edge-lighted buildings and decorated landscapes, and large displays can be seen throughout the area. The "Festival of Lights" continues well into the new year.

Branson is famous for its Adoration Parade and Lighting Ceremony, to be held December 6, 1992. The unusual evening parade is capped by a musical ceremony as the giant nativity scene atop Mount Branson is lit.

Many of your favorite music show entertainers offer seasonal schedules at their own theaters, and they perform together in a special holiday show.

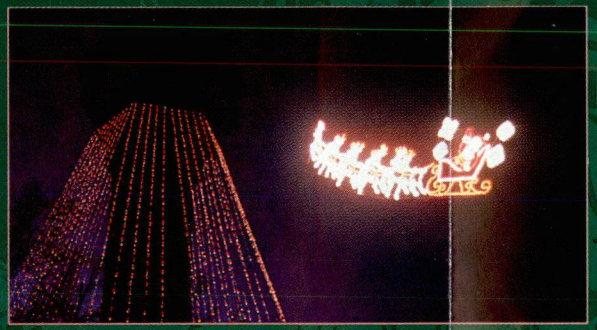
At Silver Dollar City, visitors can experience the Ozark holiday festivities of a century ago during "Old Time Country Christmas." The famous theme park is the center of old-fashioned holiday events, decorations, crafts and foods.

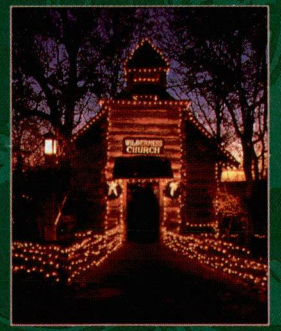
"The Newborn King" outdoor evening pageant, the story of events leading to the birth of Christ, is enacted during the holiday season at The Shepherd of the Hills Outdoor Theatre. Christmas crafts, Clydesdale-drawn sleigh rides and other special activities are featured at the homestead during the day.

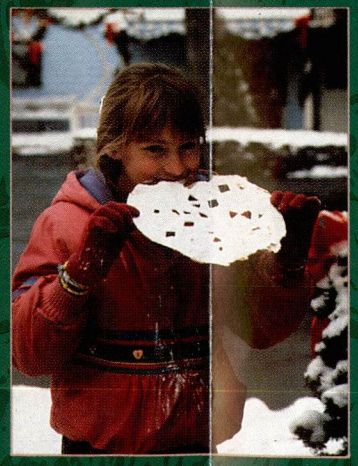
In the Branson/Lakes Area, you'll find dozens and dozens of shops and stores all dressed up for the holidays, filled with unique gifts and items. Malls, shopping centers and stores offer something wonderful for everyone on your shopping list. From country antiques and artwork, crafts and collectibles to contemporary clothing, furnishings and other wares, Branson/Lakes Area merchandisers can help make your holiday shopping a fun- filled experience.

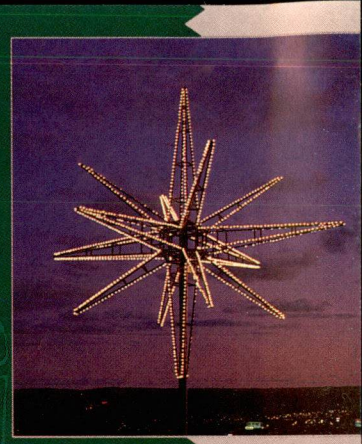
For further information, contact the Branson/ Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 1-900-884- BRANSON ($1.50 per minute).

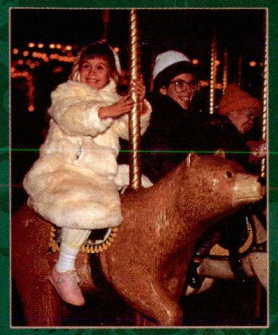




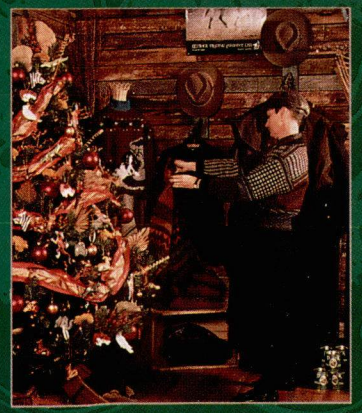












Photos courtesy of Silver Dollar City, Ozark Marketing Council, Shepherd of the Hills Homestead, Branson/Lakes Area Chamber of Commerce

Calendar of Christmas events
Page 2

Outdoors in the Ozarks
Page 2

Benefit Christmas Music Show
Page 3

Shopping for Christmas is fun
Page 4

Ozark Mountain Christmas!

Ozark Mountain Christmas 1992 Published by the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616 • Visitor Information 1-900-884-BRANSON ($1.50 per minute)

Plenty awaits visitors in November, December during fifth year of Ozark Mountain Christmas

A new tradition awaits you and your family when you visit the Branson/Lakes Area for Ozark Mountain Christmas, now in its fifth year of celebration.

No where else in the nation can you experience so much festive scenery, holiday lights, country-style music and special activities, shopping, fishing and fun!

The Branson/Lakes Area, famous for its music shows, theme parks, lakes and family recreation, offers those same activities to a holiday theme each November and December. All the reasons guests love to visit here

show entertainers offer seasonal schedules at their own theaters, and they perform together in a special holiday show. The Festival of Lights, begun in 1990 in several local towns, offers many miles of themed landscape lighting and impact displays. Parades and other community events abound, and visitors are invited to take part. Shopping for everyone on your Christmas list is a unique opportunity in the Branson/Lakes Area, where crafters and contemporary merchants offer a full spectrum of gifts.

The cooler, crisp weather of late autumn is an appealing time for outdoor activities in the



Silver Dollar City's 'Old Time Country Christmas' open Thurs. through Sun.

The Midwest's most unique theme park, Silver Dollar City, dresses up in sparkling lights and festive decorations for the holiday season. Special events and activities, displays and entertainment are held throughout the turn-of-the-century village, and holiday fare is served at the park's restaurants and snack stands. Heirloom-quality gifts are available from the park's resident crafts people. "Old Time Country Christmas" will be open from noon to 10 p.m. each Thursday, Friday, Saturday and Sunday from November 12 to December 20 (closed Thanksgiving Day). Additional information is available by calling 417-336-7100.

Shepherd of the Hills features day and evening entertainment

Camels, chariots, horses and a cast of 50 people re-enact the birth of Christ in "The Newborn King," an elaborate evening pageant at the Shepherd of the Hills Homestead and Outdoor Theatre.

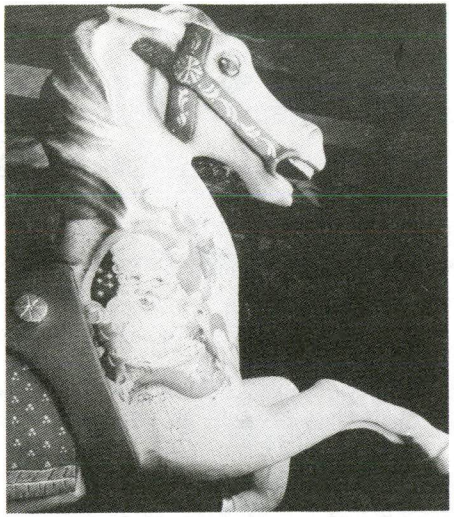
The amphitheatre is transformed into ancient Palestine for the holiday event.

Daytime at the historic Homestead features tours, the 230-foot Inspiration Tower, Santa's Workshop, Christmas decorations, lights, and crafts, as well as a Christmas play and musical entertainment.

Also offered are horseback rides through the Ozarks' hills, and a petting zoo. Sleigh rides drawn by huge Clydesdale horses and other activities are also scheduled.

The Homestead and Outdoor Theatre are open each Wednesday, Thursday, Friday, Saturday and Sunday beginning November 11 through December 20. Details are available by calling 417-334-4191.

White Water offers 'Illusions on Ice'



Ozark Mountain Christmas Calendar of Events

November 12— January 1
Ozark Mountain Christmas, 417-334-4136

Nov. 6— Dec. 20
Holiday Crafts and Entertainment, Mutton Hollow (open Fri.-Sun.), 334-4947

Nov. 11—Dec. 20
"The Newborn King" and other Christmas activities, Shepherd of the Hills Homestead and Outdoor Theatre, 334-4191

Nov. 12 — early Jan.

Christmas Benefit Music Show to be held Dec. 13

How many music entertainers will fit on one stage? You can find out December 13 for the traditional Christmas Benefit Music Show, sponsored by the Branson/Lakes Area Chamber of Commerce.

This year's show will be held at 2 p.m., December 13 at the 4,000-seat Grand Palace.

All of Branson's music shows and entertainers are invited to participate each year in the benefit show. Last year, more than a dozen local theaters were represented in the extra-special event. This year's show should be bigger and better than ever. Chances are, your favorite Branson music star will be there!

Ticket reservations and information about the holiday musical extravaganza are available by calling the Grand Palace box office at 417-33GRAND.

Branson offers great variety of music shows

Branson — America's Music Show Capital!

There's no place like Branson, if you like live entertainment. There's more of it here than in any other place in the country. The popularity of the town's original family theaters has drawn the interest of world-class entertainers, who now call Branson their

atre, Foggy River Boys, Campbell's Ozark Country Jubilee, the Texans Country Music Show, Lowe's Music Theatre featuring Loretta Lynn and the Lowe Sisters, and 76 Music Hall.

Many of the theaters are open this November and December on special holiday schedules, to add to the Ozark Mountain Christmas festivities.

The perfect holiday gift for music show fans...

Branson! America's Music Show Capital

Dual-pack Audio Cassette Tapes!

Your favorite performers have pooled their talents to produce a "sampler" of the music which has made Branson famous. Order yours today and give one to a friend!

Please send me _____ dual-pack audio cassette tapes. Enclosed is $15 per pack plus $1.95 shipping and handling for each set (Missouri residents add $1.01 sales tax). Mail coupon with check or money order to: Cassette Offer, Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616.

Name _____

Address _____

City _____ State _____ Zip _____

Ozark Mountain Christmas — a wonderful time to visit and experience Downtown Branson

Can you think of anything better than visiting Branson during the Christmas season? The trees upon the hillsides may be barren but every store in the town is decked out in holiday finery and chock-full of exciting gifts for young and old.

This is especially true in the historic central business district — Downtown Branson. The sidewalks are lined with vintage street lamps decorated in garland and softly glowing lights. Each storefront is trimmed like a holiday postcard and merchandise overflows in the windows.

More than 80 shops have creative gifts for favorite family members and friends, and gift wrapping, cheerful service and great prices are the trademark.

Of course, shopping is not all there is to do in Downtown Branson. Visit the lakefront and take a night-time cruise down East Main to the City RV Campground. There you'll see more than 40,000 lights including an animated family of snowmen, the elegantly lit arches of the bridge, the graceful "Mallards in Flight" and the fun of "Steamboat Willie" and "Skaters on Ice." These animated lighting displays are reflected in the waters of Lake Taneycomo and create photo opportunities you shouldn't miss.

Travel back out of the campground and head for the lakefront. Easily spotted is the "Taneycomo Fisherman," and don't be surprised to see a family of beavers at work — all works of art in metal and lights.

The restaurants in Downtown Branson will be laying on great helpings of holiday fare — from the mile high pies at the local cafe to delicious Italian and Greek dining. Bag up some mouth-watering holiday pastries at the local bakery, and don't

Fun, fabulous holiday shopping available in Branson area

The joy of giving is greater when you have so much fun choosing the gifts! In the Branson/Lakes Area, you'll find dozens and dozens of shops and stores all dressed up for the holidays, filled with unique gifts and items. Malls, shopping centers and stores offer something wonderful for everyone on your shopping list.

Hundreds of talented artists and crafters are waiting here for you to discover their creations — many of them one-of-a-kind items. Paintings, sculptures, handmade wares of all types and sizes, and items amde to order create a unique shopping environment. Carved wooden carousel horses, old-time musical instruments, hand-stitched quilts, custom pottery, blown glass items, jewelry, stained glass, tintype photos — these are only afew of the goods that create an art festival atmosphere.

Many of these artistic individuals can be found at local theme parks like Silver Dollar City, Shepherd of the Hills Homestead and Mutton Hollow Craft and Entertainment Village. Many more are located at art and craft Lakes Area for decades for its quality handcrafted wares. Many shops are open all year, and others offer catalogs of unusual gifts.

Along with "tomorrow's heirlooms" are a lots of today's collectibles. Antiques and other sought-after items abound. You don't have to drive very far in any direction to find flea markets, antique shops and curiousity stores. Iron bedsteads, old kitchen gadgets, handtatted lace collars, old books and prints, antique firearms, and almost anything else you can name is more than likely available at a local shop. It's up to you to find it — but that's all part of the adventure.

For the contemporary shopper, the Branson/Lakes Area offers everything you'll find in a large urban area and without urban price tags. In the downtown business districts of Branson, Kimberling City, Lakeview, Hollister and Forsyth, merchandisers and service businesses provide for all the needs of the resident population with plenty of bargains to interest the casual visitor. Clothing, shoes, accessories, cosmetics, and all other essentials area easily found at popular prices.

aboard the Lake Queen, with the opportunity to view the sparkling holiday lighting across Lake Taneycomo and on the Taneycomo Bridge.

The Festival of Lights tour begins downtown on Main Street, continues

forget a batch of freshly made chocolate fudge and other Christmas candies, too.

The Christmas season awaits you in beautiful Downtown Branson on Lake Taneycomo. Additional information is available by calling 417-334-1548.

malls such as Englers Block and Apple Tree Mall, shops and studios throughout the area.

People have been coming to the Branson/

You're bound to find something for everyone on your Christmas shopping list during Ozark Mountain Christmas!

Delightful shopping available at Factory Merchants Mall

Find holiday spirit and the magic at every turn while shopping at Factory Merchants Mall. Visitors may enjoy delightful decorations, festive entertainment and join in the spirit of giving to local community fundraising efforts.

Factory Merchants Mall has 50 stores on two levels, offering a full array of merchandise covering mens, womens, and children's apparel; toys; books; dinnerware and housewares; luggage and leather goods; footwear and accessories.

The factory-direct center is operated by recognized manufacturers. By eliminating the middleman, manufacturers are able to sell their latest, first-quality merchandise direct to the public at substantial discounts.

Factory Merchants Mall is open 9 a.m. to 8 p.m. Monday through Saturday, and 9 a.m. to 6 p.m. Sunday. Further information is available by calling 417-335-6686.

Santa shops Branson/Lakes Area stores

Santa knows shopping and Santa shops Branson to fill his sleigh!

Santa will be doing his Christmas shopping at Branson/Lakes Area retail stores during the Area Wide Christmas Open House, held November 14 and 15.

Ozark Mountain Christmas shoppers who spot Santa during his shopping spree will win a prize.

1993 Branson/Lakes Area Information Request Form

YES! I WOULD LIKE TO RECEIVE THE 1993 VISITOR INFORMATION PACKET—FULL OF INFORMATION ON ATTRACTIONS, LODGING, RESTAURANTS, CAMPING, SHOPPING, FISHING AND MORE! (Packets will be mailed in January.)

Please type or print information clearly

NAME _____

ADDRESS _____

_____

CLIP AND MAIL TO:

Branson/Lakes Area Chamber of Commerce
P.O. Box 220, Branson, MO 65616

Christmas 1992

OZARK MOUNTAIN CHRISTMAS INFORMATION AVAILABLE! CALL 1-900-884-BRANSON ($1.50 per minute)

home.

Today, almost 30 indoor theatres are the homes of more than 40 different music shows.

Theater marquees feature the names of such widely-known performing artists as Roy Clark, Ray Stevens, Mel Tillis, Box Car Willie, Sons of the Pioneers, Jim Stafford, Danny Davis and the Nashville Brass, The Osmonds, Jimmie Rodgers, Cristy Lane, Mickey Gilley, Moe Bandy, Shoji Tabuchi, and Andy Williams.

Among the traditional family shows are Presley's Mountain Music, Baldknobbers Hillbilly Jamboree, Braschler Music The-

Free showguide available

Want to know if your favorite musical performer is "on stage" for Ozark Mountain Christmas? A free showguide which lists area entertainers and their performance dates is available from the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, Mo 65616.

Mutton Hollow offers entertainment, crafts during Christmas season

Holiday decorations, crafters, Christmas-style live entertainment and other special activities are offered during Ozark Mountain Christmas at Mutton Hollow Craft and Entertainment Village in Branson.

Mutton Hollow will be open November 6 thru December 20, Friday through Sunday. Hours are 9 am. to 5 p.m. Friday and Saturday, and 9 a.,m. to 4 p.m. Sunday.

Further information is available by calling 417-334-4947.

The Branson/Lakes Area Chamber of Commerce strives to provide accurate, current information on scheduled Ozark Mountain Christmas activites and entertainment. However, hours and days are subject to change.

Branson/Lakes Area Retailers'

Christmas Open House

November 14 & 15

includes in-store drawings and the chance to

WIN A "BAG FULL OF FAMILY FUN"

• Hotel accommodations for 4, April 16-18,1993 • 4 Show Tickets at The Grand Palace • Dinner for 4 at The Outback Steak & Oyster Bar • Sunday Brunch for 4 at Bob Evans Restaurant • Christmas Shopping T-Shirts • Shopping Spree on Sat., April 17, 1993 with gift certificates from area merchants.

OZARK MOUNTAIN CHRISTMAS INFORMATION AVAILABLE! CALL 1-900-884-BRANSON ($1.50 per minute)

holiday entertainment fantasy

New this year for Ozark Mountain Christmas is "Illusions on Ice." Performances of the ice show will be held Thursday through Sunday from November 12 to December 20 at White Water.

The one-hour show opens on a winter wonderland of magic as the story of the Ice Princess and the Evil Wizard is told.

Peter the Penguin, Frosty the Snowman, Rudolph the Red-nosed Reindeer, and Wooden Soldiers in Toyland also appear.

The magic of Christmas comes alive with the arrival of Santa Claus from within a castle of ice.

Showtimes are 6:30 and 8 p.m. Thursday, 3, 5:30 and 8 p.m. Friday and Saturday, and 5:30 and 8 p.m. Sunday. Further information is available by calling Silver Dollar City at 417-336-7100.

Outdoor enthusiasts will find plenty in Branson/Lakes Area

You'll feel a natural attraction to the Ozarks outdoors, with three big lakes for fishing and boating, hills for hunting, hiking and bicycling, and scenic views in nearly all directions.

Taneycomo, Table Rock and Bull Shoals Lakes offer fine year-around fishing, with plenty of lakeside resorts to accommodate sporting families. Try Taneycomo for rainbow and brown trout — you're likely to catch your limit! On Table Rock and Bull Shoals Lakes, the relatively mild temperatures of November and December usually mean good fishing for largemouth, smallmouth, Kentucky and white bass, as well as black and white crappie and bluegill.

Marinas and docks remain open all year, and some lake attractions operate on special holiday schedules during Ozark Mountain Christmas.

Festival of Lights, 334-4136

Nov. 12—Dec. 20

Old Time Country Christmas, Silver Dollar City;
and "Illusions on Ice," White Water (open Thurs.-Sun.), 336-7100

Nov. 12—Dec. 20

Christmas Fest, Englers Block, Branson, 335-2200

Nov. 13—Dec. 24

Christmas Bazaar, Forsyth Art Guild, 546-5439

Nov. 14 & 15

Area Wide Christmas Open House, 334-4136

December 5

Christmas Parade, 10 a.m., Kimberling City, 739-2564

December 6

44th Annual Adoration Parade and Lighting Ceremony, 5:30 p.m.,
Downtown Branson, 334-4136

December 13

Christmas Benefit Music Show, 2 p.m., The Grand Palace, 33GRAND

OZARK MOUNTAIN CHRISTMAS INFORMATION AVAILABLE! CALL 1-900-884-BRANSON ($1.50 per minute)

during the spring, summer and fall continue into Ozark Mountain Christmas.

And, there are special reasons for visiting the Branson/Lakes Area for the holiday season. The area's famous theme parks — Silver Dollar City and Shepherd of the Hills Homestead — are open on special schedules for family fun. And many of your favorite music Ozarks. Fishing, hunting, hiking, camping and other pursuits are year-around opportunities for sporting enthusiasts.

Comfortable lodgings at motels, hotels, lakeside resorts or bed and breakfast inns, campgrounds, a variety of restaurants, and many shops and services are available to Ozark Mountain Christmas visitors.



Festival of Lights begins Nov. 12

Evening scenery is a leading attraction of wintertime in the Ozarks, during the Festival of Lights.

Several communities will "light up" November 12 in a themed lighting and special display which continues until January, 1993. Colorful, animated "impact" lighting displays form the focal points in communities throughout the Branson/Lakes Area.

In Branson, impact displays are featured on the Taneycomo lakefront opposite the downtown area. Downtown streets and the famous "76 Country Boulevard" will be lighted by 265 large five-point stars — one on each street light as far west as the Shepherd of the Hills Expressway. Many other animated and static displays are planned, and most buildings along main routes are edge lit with tiny white lights. Additional information about the Branson Area Festival of Lights is available by contacting the Branson/Lakes Area Chamber of Commerce, 417-334-4136.

"The Enchanted Forest" is featured at Indian Point, about 10 miles west of Branson just past Silver Dollar City on Indian Point Road. A decoratively-lit drive to the "Point" culminates in a uniquely designed display in the park on Table Rock Lake. Details may be obtained by calling the Indian Point Chamber of Commerce, 417-338-2772.

From Lakeview north on Highway 13 to Reeds Spring and south on Highway 13 to Kimberling City and Lampe are major displays interspersed with miles and miles of lights along the scenic drive. The spectacular animated light display, "Port of Lights," is offered at Kimberling City's Highway 13 Park. More information is available by calling the Table Rock Lake/ Kimberling City Area Chamber of Commerce, 417-739-2564.

Follow the lights to other stunning displays in Ozark Mountain Country. Other communities that are part of the dazzling Festival of Lights featuring major displays and themed lighting are Springfield, Ozark, Nixa and Rockaway Beach.

44th Annual Adoration Parade a holiday favorite

The 44th Annual Branson Adoration Parade and Lighting, scheduled for December 6 at 5:30 p.m., is one of the largest and most popular holiday events in the Ozarks.

The unique evening parade features dozens of marching bands, spectacular floats and other entries.

Many thousands of people attend each year for the parade and lighting ceremony, as the city's enormous nativity scene atop Mount Branson is lit to musical accompaniment. The nativity scene, with figures up to 40 feet tall, overlooks the downtown area throughout the holiday season. Details of the parade and lighting ceremony are available by calling the parade's organizer, the Branson/Lakes Area Chamber of Commerce.

OZARK MOUNTAIN CHRISTMAS INFORMATION AVAILABLE! CALL 1-900-884-BRANSON ($1.50 per minute)

YOUR BEST GUIDE TO 1992 LODGING, DINING, ATTRACTIONS, SHOPPING AND MORE!

SLIP • AWAY • TO

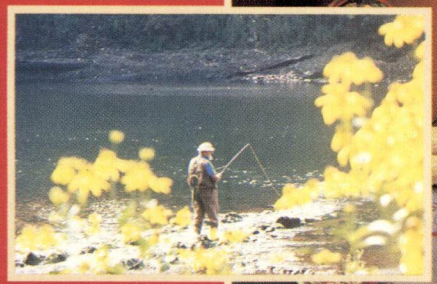
Branson

• AND THE LAKES AREA •









Keeping Beat With Country Music

Angler's Aim For Local Lakes

New Branson Roads Spell Traffic Relief!

Shopping Delights!

Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616

Branson's Convenient Place To Stay!

76 MALL INN



Paint 193 beautiful spacious rooms, surround it by The 76 Mall Complex with all the amenities you will ever need, draw in the Ozark's most hospitable staff, splash on a backdrop of the beautiful Ozark Mountains, and you have a picture of the 76 MALL INN. You can surely see why it is Branson's most convenient place to stay, and fast becoming one of the favorites of families and groups alike.

Open year around, we offer the convenience of our Bonanza® Family Restaurant, the 76 MUSIC HALL, with four great shows daily at four great times, 36 holes of indoor mini-golf in our all-weather course, a video arcade for the young and young at heart, a 3-D Cinema, a candy store, numerous other unique shops, and of course our Original 76 MALL where you will find one of Branson's largest and most complete gift and souvenir shops. No matter what the season, you can enjoy a trip or a vacation without ever leaving our complex. You will probably want to visit some of the many other activities in Branson, but we can sure save you lots of time in the traffic. We know you will also welcome our lighted level parking areas which are a rarity in the Ozarks. We think you will find our location in the "heart" of 76 Country Boulevard convenient also in saving driving time when you venture out to some of the many other activities that abound in the Branson area.

Not only will you find our accommodations and facilities a convenience and a delight, but we think you will find our staff a delight beyond your expectations. Each one throughout the complex strives diligently to make your stay a memorable one. You will also find our prices an affordable convenience as well. In fact we think you would find a stay with us so convenient and memorable that you would want to come back again and again. We certainly hope so!

You may also find convenient one of our package offers where we make most of your arrangements for you in advance, and wrap them all up in a special price just for you.

- Indoor & Outdoor Pools
- Spa
- Cable Color TV
- DD In Room Phones
- In Room Thermostats
- King & Queen Beds
- 24 hr. Front Desk
- Lighted Level Parking
- Restaurant
- Music Shows
- Shopping
- Game Room
- Indoor Mini-Golf
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TRY ONE OF OUR ADDED VALUE PACKAGES

3 Fun Days
2 Bright Nights

AS LOW AS

$99.00

PER PERSON
Dbl. Occupancy
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Package Includes:

- Lodging - 2 Great Music Shows - 18 Holes Indoor Mini-Golf -
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- Silver Dollar City Ticket - 76 Mall Gift Certificate

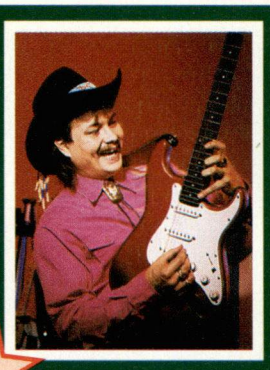
Not valid in conjunction with any other discounts

1-800-828-9068

We Have It All . . .

MUSIC





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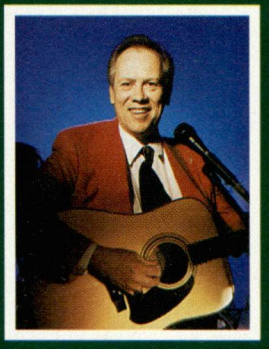
76 MUSIC HALL





FOR MUSIC SHOW INFORMATION OR RESERVATIONS
CALL
(417) 335-2484

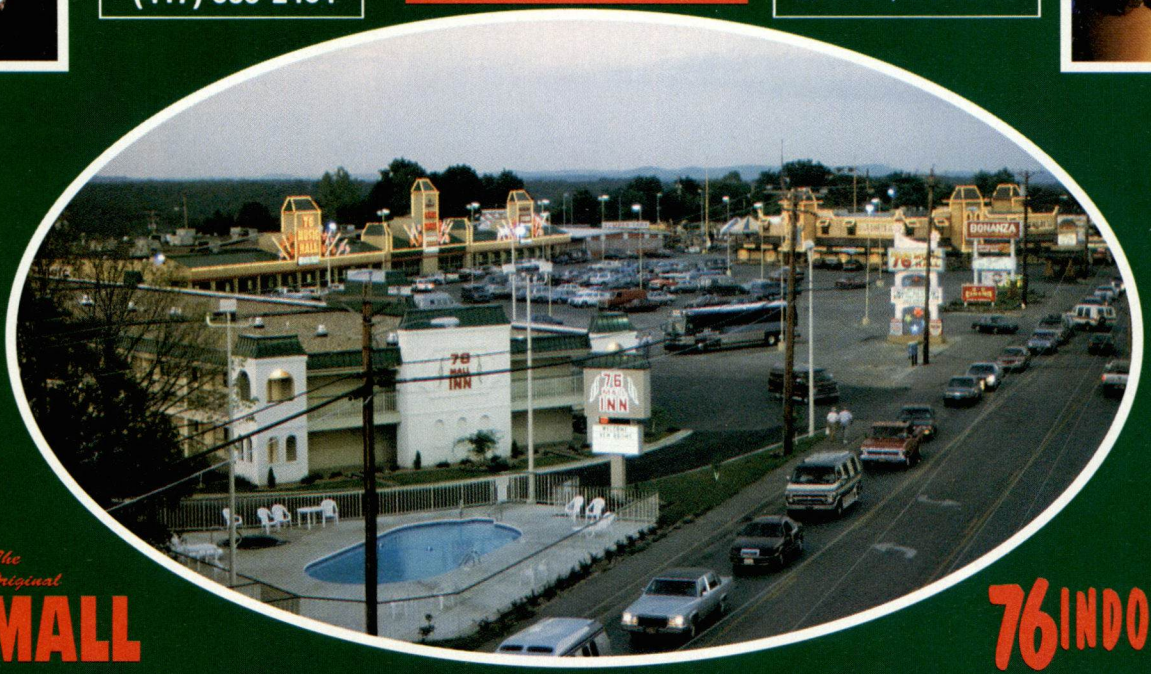
4 GREAT SHOWS
4 GREAT TIMES

OR WRITE:

76 MUSIC HALL
1807 Neihardt
Branson, MO 65616

LOCATED IN THE

76 MALL *Complex*



In The ♥ Of 76 Country Boulevard

76 *The Original* **MALL**



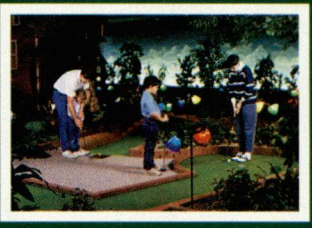
SHOPPING

BONANZA.
Steak · Chicken · Seafood · Salad



FOOD

76 INDOOR MINI GOLF

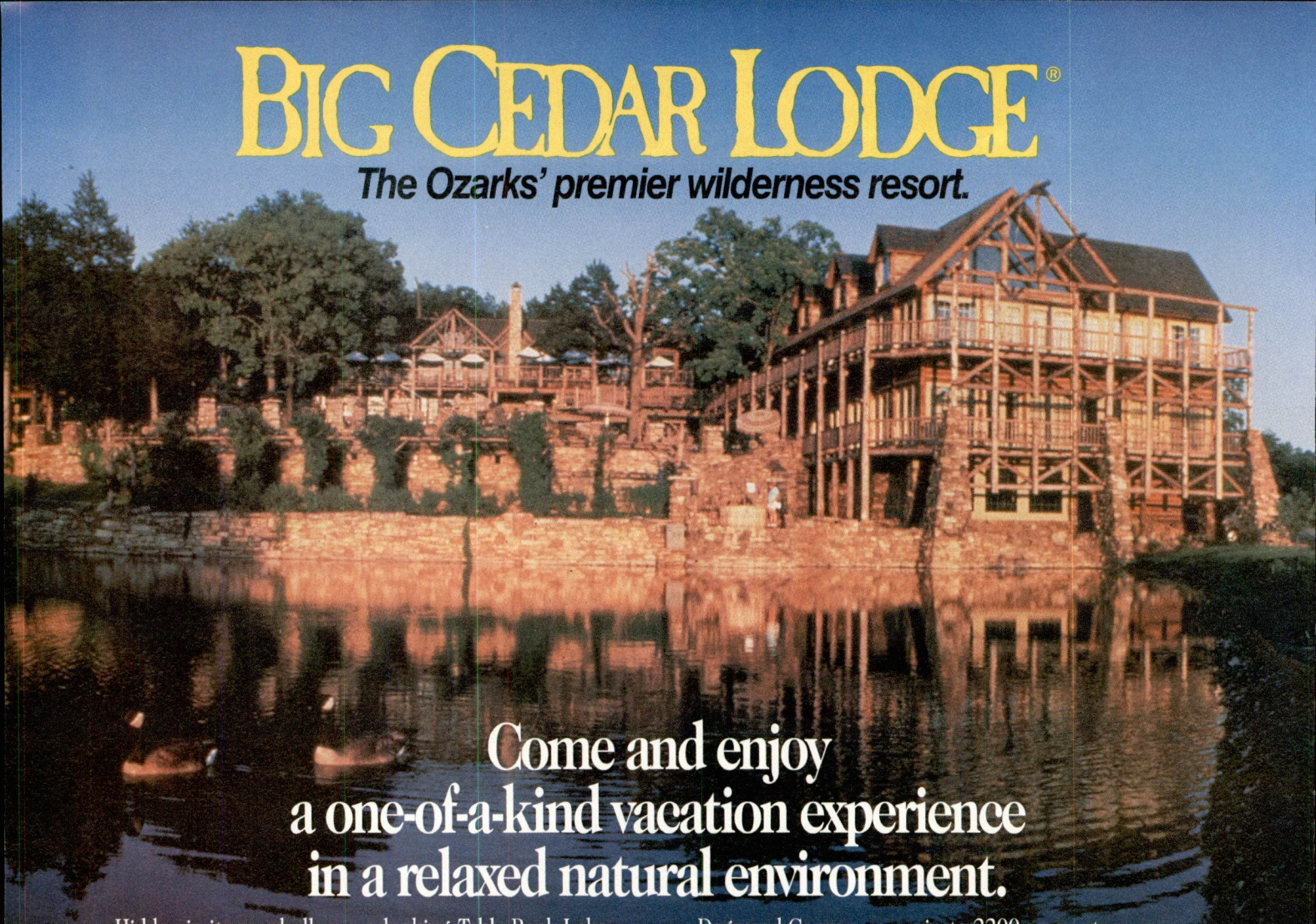


FUN

. . . In One Convenient Location!

BIG CEDAR LODGE®

The Ozarks' premier wilderness resort.



Come and enjoy a one-of-a-kind vacation experience in a relaxed natural environment.

Hidden in its own hollow overlooking Table Rock Lake, Big Cedar Lodge resort stretches across 250 breathtaking acres. Choose from 25 uniquely different designs featured in over 100 rooms, suites, cabins and cottages.

Big Cedar is reminiscent of grand turn-of-the-century hunting lodges resplendent with antique and handcarved furnishings, native stone fireplaces and vintage sporting gear. Yet, over a third of the accommodations have Jacuzzi baths, and you'll enjoy the heated swimming pool, complete fitness center and top notch tennis courts.

Dining in our Devil's Pool Restaurant is a casual affair in a comfortable atmosphere of bark-on wooden beams, a 100-year-old bar and mounted fish and game trophies. Experience a chuck wagon dinner or take a carriage ride. And for the more adventuresome, we offer horseback trail rides through the surrounding hollows and ridges.

Dogwood Canyon, our private 2200 acre nature preserve guarantees world class trout fishing and features nature trails through an unspoiled wilderness.

Boats for fishing, skiing, cruising and water sports are available at our 100-slip full-service marina. Or you're welcome to bring your own boat and launch and moor it here. Our corps of veteran fishing guides will introduce you to the best Table Rock Lake has to offer.

Open year round, Big Cedar Lodge invites you for a vacation experience you'll never forget. We're just minutes away from Branson's famous country music shows, shopping and nearby theme parks.

Call today for special seasonal values, packages and availabilities.

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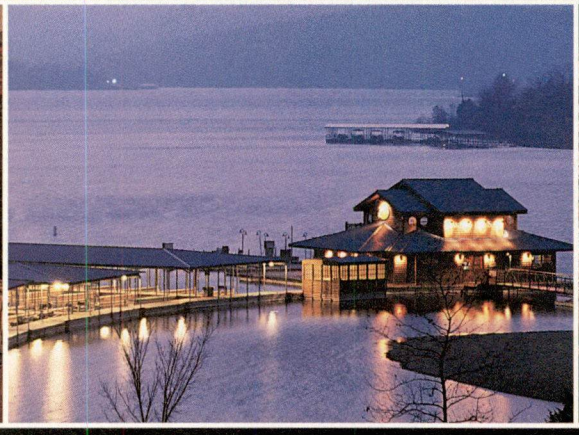



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1992 SLIP AWAY TO **Branson** & THE LAKES AREA

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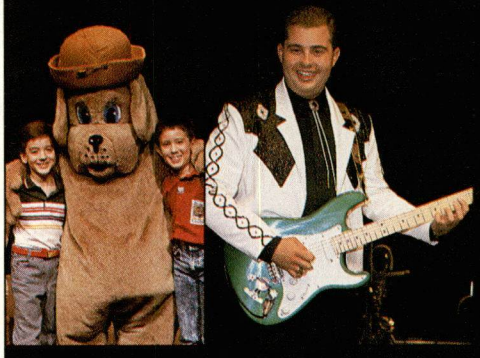





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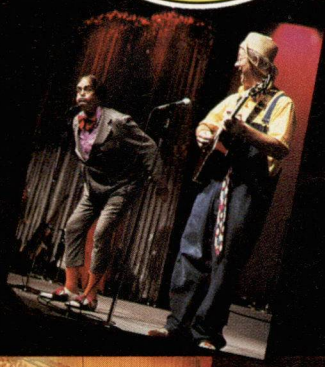







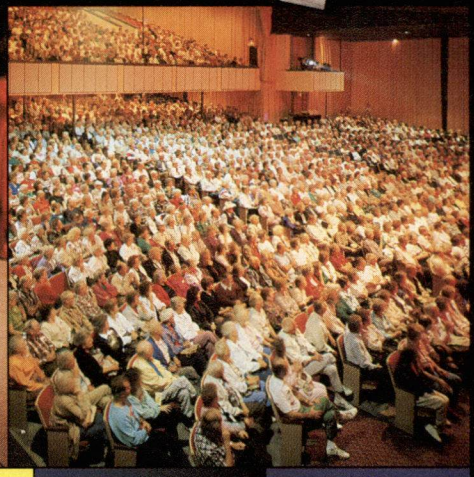



For reservations and information:

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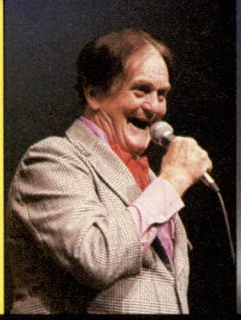





No where else in the country will you find more live music shows than right here in Branson. The town has earned its title of America's Country MusicShow Capital over the past decade as entertainers known all over the world have settled themselves side-by-side with traditional family music shows, working together to entertain millions of people each year.

Music — it's the fastest-growing reason for vacationing in the Branson/Lakes Area. And if you saw a matinee and an evening show every day during your stay, you'd need more than three weeks to see them all!

Branson's resounding music industry began more than 30 years ago, when the Mabe brothers, calling themselves the Baldknobbers, established a show on the banks of Lake Taneycomo. They were followed a few years later by the Presley family, who built Presleys' Mountain Music Jubilee Theatre in 1967 on what is now Branson's famous 76 Country Boulevard (West Mo. 76). The Baldknobbers built a theater on West 76 not long after that.

The two family music shows and their fans

Continued on Page 8

Discover The Pleasures & Treasures Of Winemaking In The Hills Of Branson



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Bring the whole family and experience an enjoyable hour of discovery touring Stone Hill Winery located right in Branson, Missouri.

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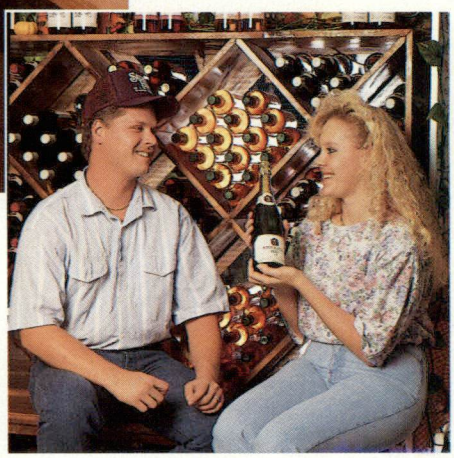

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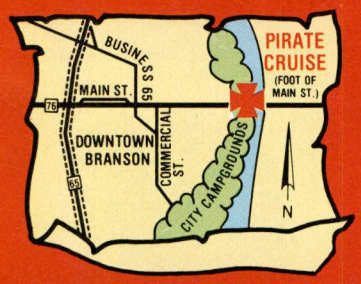

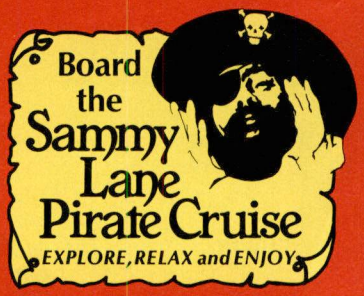



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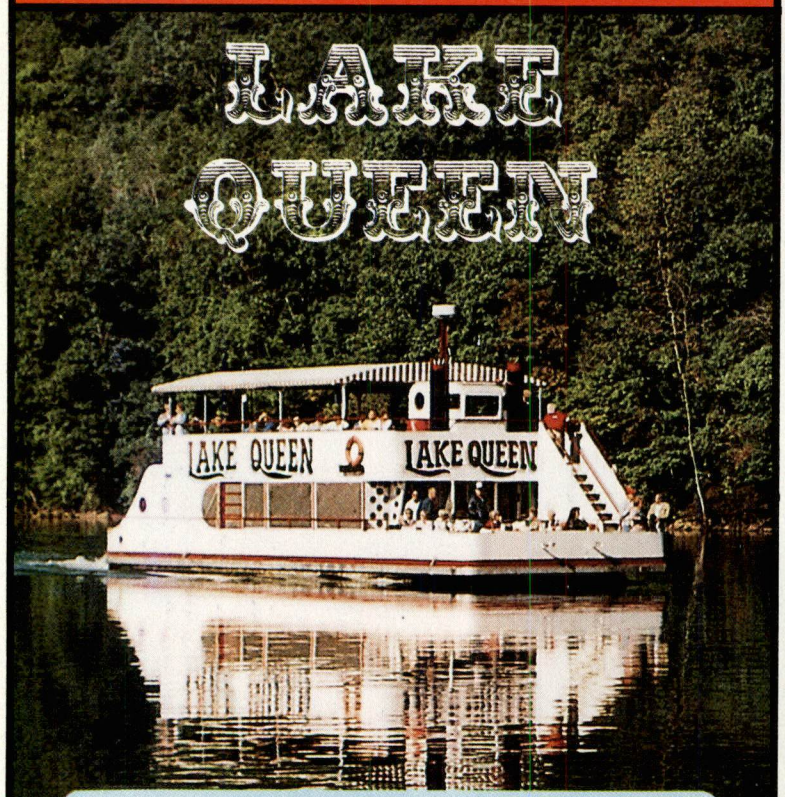
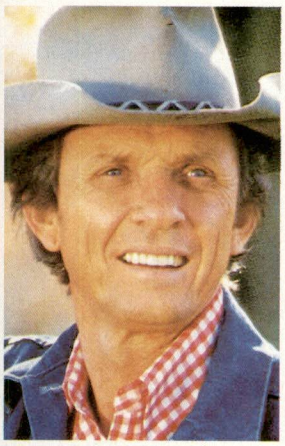


Experience breath-taking beauty of the Ozarks. Sightseeing, breakfast and supper cruises. Open 7 days. Special charters available. Information and reservations **417-334-3015.** Coast Guard licensed pilots; marine radio; radar; restrooms. ♿ At the foot of Main St. on Branson's beautiful new waterfront.

Music . . . Continued from Page 6



spurred development on West 76. The 10-mile stretch between the Downtown Branson area and two major family attractions, Silver Dollar City and Shepherd of the Hills Farm and Outdoor Theatre, began to fill with other tourism businesses. The Presleys and Baldknobbers were soon followed by the Foggy River Boys and Plummer Family. And in the following decades, dozens of music shows followed their lead and established theaters within a three-mile stretch on or near West 76.



Today, almost 30 theaters are the homes of more than 40 different music shows. Theater marquees display the names of such widely-known performing artists as Roy Clark, Ray Stevens, Mel Tillis, Box Car Willie, Sons of the Pioneers, Jim Stafford, Danny Davis and the Nashville Brass, Cristy Lane, Mickey Gilley, Moe Bandy, Shoji Tabuchi, Jeannie Pruett and Buck Trent. In 1992, such popular performers as Willie Nelson, Andy Williams, Johnny Cash and the Gatlin Brothers will be established in music shows and entertainment complexes. The 4,000-seat Grand Palace will feature celebrity hosts Glen Campbell and Louise Mandrell and major country music entertainers as guest stars begin-



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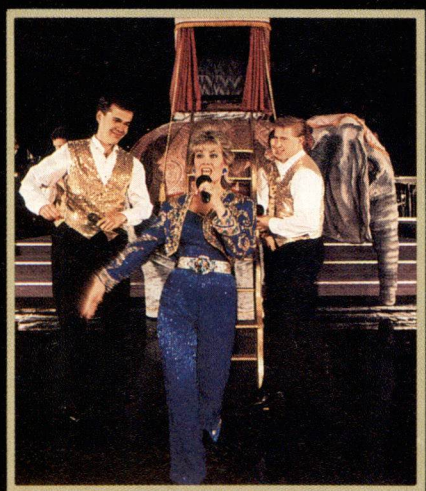
It's the Shoji Tabuchi Show!











The Shoji Tabuchi Show, and as quoted in Time Magazine, ". . . perhaps the most popular in town". It's a delightful variety show, featuring the multi-talented Shoji and his magic violin. Wife Dorothy is creative director, producer and vivacious emcee. Daughter Christina is a real show stopper. Wonderful production numbers, a talented cast and great band give the show its touch of class . . . the talk of the town!

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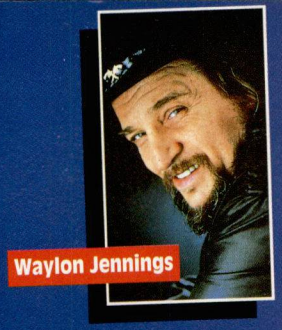
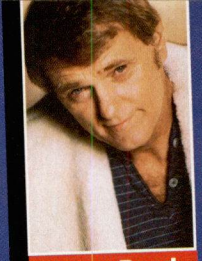
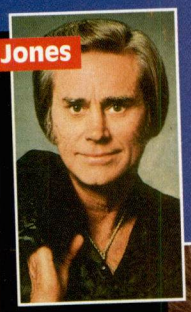

Waylon Jennings


Jerry Reed

Connie Smith



George Jones




Loretta Lynn

Tammy Wynette

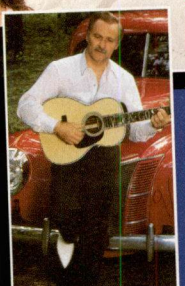



Conway Twitty

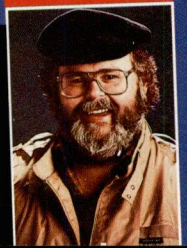

The Lowe Sisters

Ronnie Milsap




Vern Gosdin

Johnny Russell



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Highlights include a drive through our new Military Museum (with an unexpected twist), a spectacular view of Table Rock Dam, The Shepherd of the Hills Fish Hatchery and the unforgettable "**SPLASH DOWN**" into beautiful Table Rock Lake.

Come experience the Ozarks "Duck Style" and let us make your visit one to remember.

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FULL SERVICE RESTAURANT



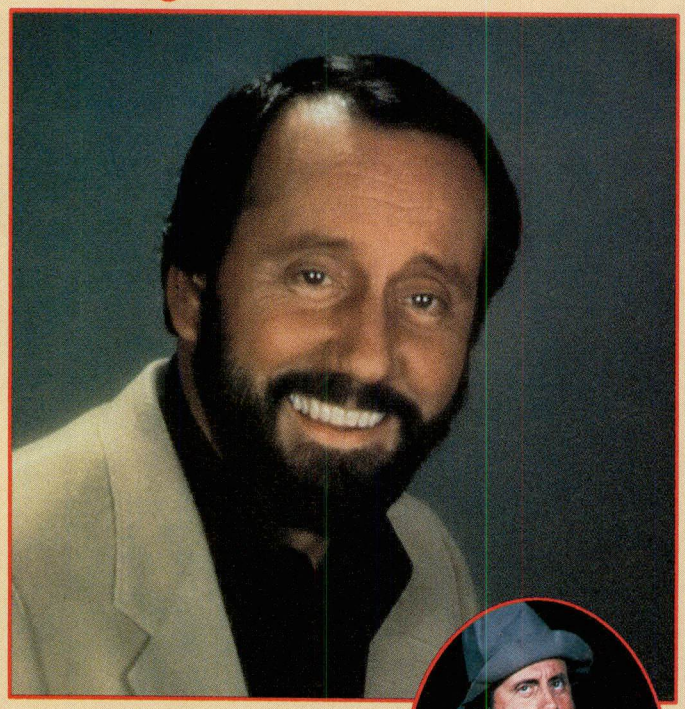
The 70-minute tour features colorful captains who share history, humor and information about the "Ducks" and the Branson/Lakes Area.



CALL: (417) 334-DUCK, W. Hwy. 76, within walking distance of "The Grand Palace"

Spend a hilarious evening with . . .

Ray Stevens





Ray Stevens performs in his new state–of–the–art theatre . . . singing old favorites like *"Everything Is Beautiful"*, *"Misty"*, *"Gitarzan"* and *"The Streak"* and recent hits such as *"Teenage Mutant Kung–Foo–Chickens"!!*

Showtimes: 3 p.m. & 8 p.m.
Monday – Saturday

Ray Stevens THEATRE

For Reservations or Information:
(417) 334–2422

W. Hwy. 76 & Shepherd of the Hills Exprwy.
Branson, MO. 65616

Music . . . Continued from Page 8

ning in 1992. A contemporary Christian and gospel music theater is also planned.

Other famous entertainers including Loretta Lynn, Reba McIntire, Ricky Skaggs, Conway Twitty, Waylon Jennings, T. G. Sheppard, Alabama and many others schedule frequent guest performances at Branson theaters and amphitheatres.



The popular theme parks Silver Dollar City and Shepherd of the Hills also offer music shows and country-style musical entertainment.

The popularity and success of the family music theaters helped to draw widely-known performers to the area as permanent residents or frequent visitors. In turn, the widely-known performers help attract more attention to the immense pool of talent in the original family theaters, creating a balance and variety to suit the musical taste of any listener.



Country music is the common theme; however, all shows feature variety with generous interludes of bluegrass, western, gospel, "pop," rock and roll, jazz and classical music. And there's plenty of comedy for audiences of all ages.



Continued on Page 16

Mutton Hollow is 1/3 Bigger in '92! For A Day Full of Old-Time Family Fun!

The Best Value In Branson. Guaranteed!

CEDAR MOUNTAIN MUSIC HALL

Everywhere You Look There's Something New To Discover!

Come enjoy all the new musical, magical, handcrafted, old-time fun that's brand-new for '92 and waiting just for you at Mutton Hollow. Branson's second largest daytime attraction has grown leaps and bounds, and you're going to love what's in-store for all ages to enjoy together.

MUTTON HOLLOW SCHOOL HOUSE & PLAY YARD

The New Sounds Of Mutton Hollow.

Music headlines Mutton Hollow's good-times expansion, featuring three new and exciting musical locations to tune-in to. **Cedar Mountain Music Hall** will be busting at the seams with live, hand clappin' country, gospel, bluegrass and much more. The rumblings of the good old days rings clear at the **Whistle Stop Music Gazebo** where music is still fun and funny for all ages to enjoy and remember.

GOOD TIMES! WHISTLE STOP MUSIC GAZEBO

Youthful Memories Of The Past Spring To Life.

Our new **County Fair** area is a special place to come relive America's youngest years of fun and frolic. Colorful characters will amaze and entertain you, play old-time games at the arcade, plus much more.

COUNTY FAIR TRAVELIN' EXTRAVAGANZA

More fun for the young and young-at-heart will be going strong at the new **Mutton Hollow School House and Play Yard.** The School Marm will be sharing stories of fun and folklore from a century ago. Let the little ones play in the new Play Yard.

THE TALL CEDARS WOOD WORKS

Wooden Works Of Wonder.

Come watch the skilled craftsmen of the new **Tall Cedars Wood Works** where demonstrations are as exciting as the beautiful finished products.

$1.00 OFF Each Fun-Filled One-Day Adult Admission.

Present for $1 off each reg. 1-day adult ticket to Mutton Hollow Craft Village. '92 Regular Admission Rates: $3.98 for adults (12 and over), $2 for kids (4 to 11). Coupon not good in conjunction with any other discount offers. Expires 12/15/92.

Mutton Hollow Craft Village
Branson, Missouri



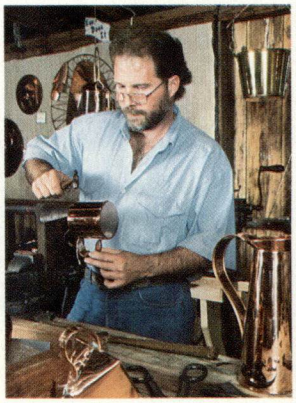




Our 23rd Season...

Come enjoy more craftsmen than ever before, plus you'll love the absolutely delicious ways we serve breakfast, lunch and dinner.





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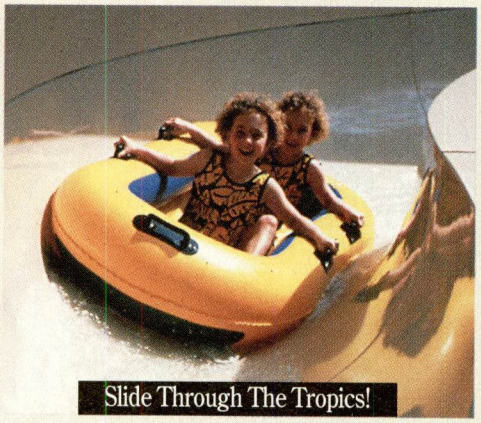
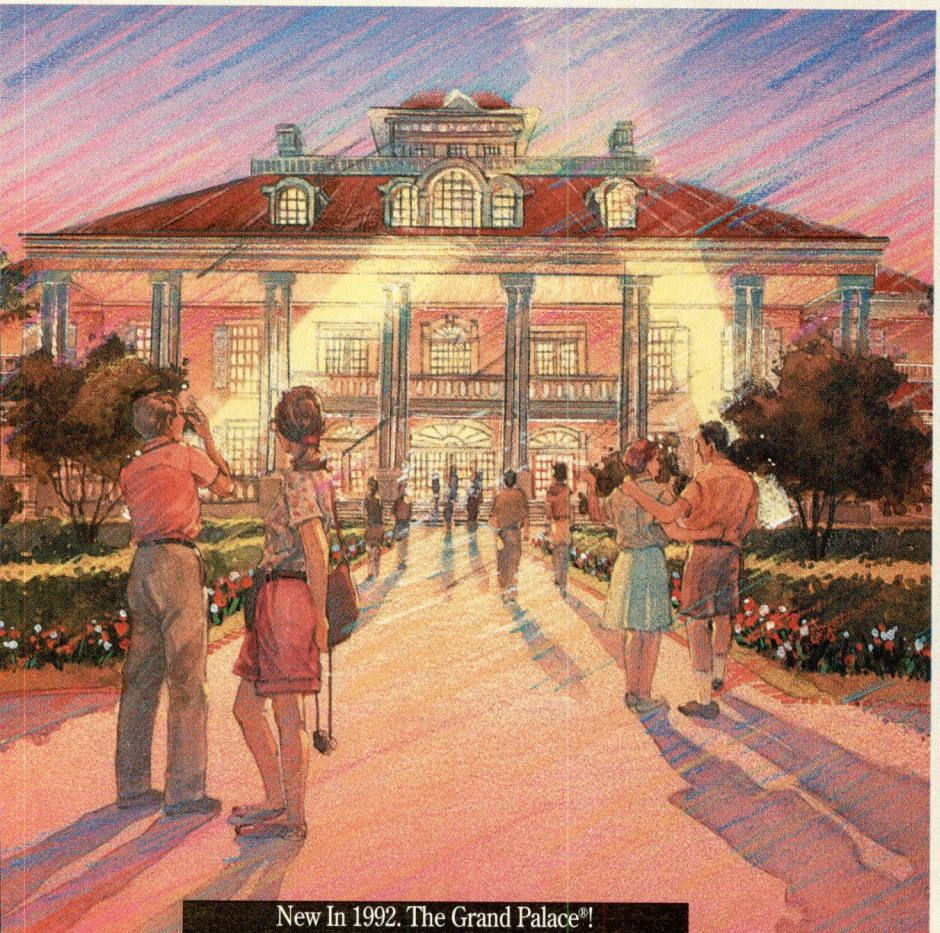
Zoom Down The Waterboggan At Silver Dollar City!

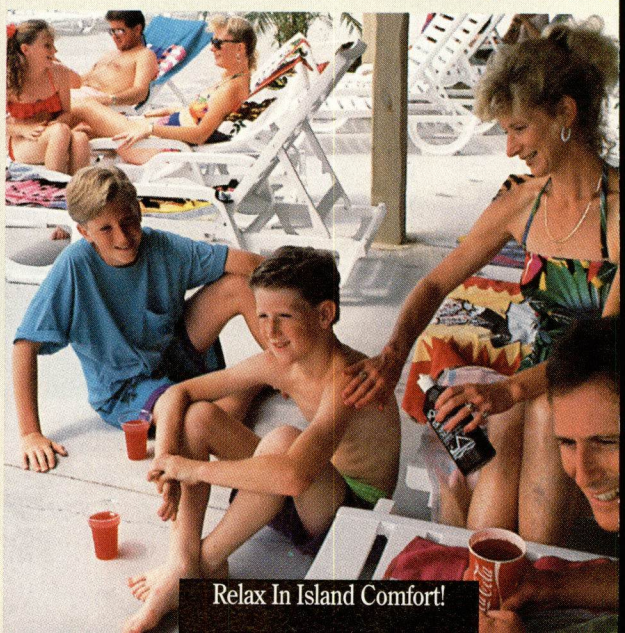

Swing With A Cajun!


Get Into The Heat Of Things!


Slide Through The Tropics!


Take In A Saloon Show!


New In 1992. The Grand Palace®!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Your Past Is Ahead.

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If relaxing in the sunshine and splashing water fun is your pleasure, it's not far away.

Dare to explore the brand new water flume ride. Or let your cares drift away to the sound of surf & island drums. Enjoy a little bit of paradise & a whole lot of fun. The tropics are here, at White Water.

Be a part of the premiere season at the music show theater grand enough to be called a Palace. The stage is set for a season of spectacular, double-star-powered performances .

Treat yourself to the musical experience of a lifetime. Grand times are waiting for you, at The Grand Palace.

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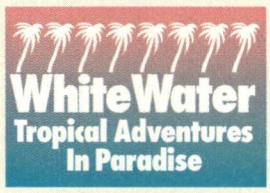

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Enjoy More Good Times For Less With New Multi-Attraction Tickets!



Music . . .
Continued
from Page 12

Comfortable indoor theaters range in size from a few hundred seats to a few thousand, and outdoor amphitheatres offer many thousands of seats. Together, the indoor and outdoor theaters can seat about 44,000 fans. New theaters to open in 1992 will offer at least 15,000 more seats.



Music — it's everywhere in the Branson/Lakes Area.

Like no place else in the country.

Like no place else in the world.

Musical 'time line' marks major growth

More people have heard of the Branson/Lakes Area in the past year than ever before, because of media attention focused primarily on tremendous growth in the country music industry.

However, the area's "overnight success" in tourism actually has happened over several decades, as many people devoted their careers to creating a family vacation environment in the Ozark Mountains.

Early Years

Events which drew the attention of the vacationing public can be traced to

Continued on Page 18

You Know the Songs. Now Know the Show!



You know his hit songs, like Americana, It's a Cheatin' Situation, Too Old To Die Young, and Bandy the Rodeo Clown–over 40 hits in all. Now get to know the entertainer who made them famous–Moe Bandy!

Audiences respond to Moe's warm, down-home style and fun-loving country lyrics. He's the lovable guy next door, the storyteller, who shares his life through his songs.

Moe and his Americana Band keep the good times rolling from curtain to curtain, with toe-tapping music, comedy surprises, and their hilarious live rendition of Moe's hit video, "Where's the Dress?"

Moe knows country! That's why Moe Bandy's Americana Theatre is truly the music show for you to know!

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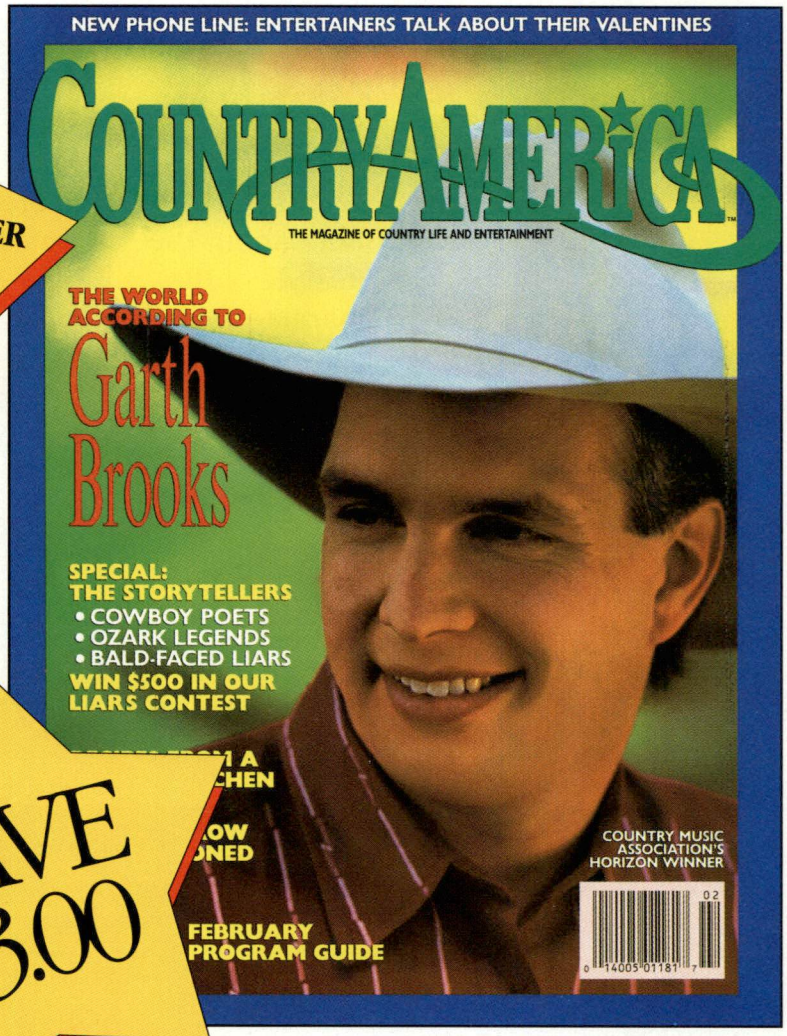

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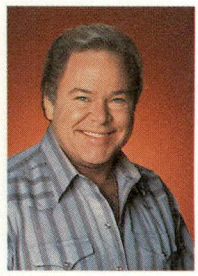
Time line . . . Continued from Page 16

the first years of the 1900s, when Harold Bell Wright's novel "The Shepherd of the Hills" was published. Readers flocked to the Ozarks to learn more about the lifestyle of the characters in his novel — characters based on people who lived in the historic Mutton Hollow/Roark Valley area.



Visitors came by train, disembarking at the old depot at Hollister, now renovated and preserved as the Hollister City Hall. Tourist camps housed them, as hotels were scarce at the turn of the century.

The White River also attracted its share of tourists who came to fish and swim and enjoy the rugged, scenic beauty of the Ozarks.



In 1913, the completion of Ozark Beach Dam (also called Powersite Dam) near Forsyth created Bull Shoals Lake and turned a section of the White River into Lake Taneycomo.

The following decades were filled with gradual growth and changes as the town of Hollister, and then Rockaway Beach, became the centers of tourism. The focus shifted to Branson in the late 1950s, when the construction of Table Rock Dam, 22 miles up the White River (Lake Taneycomo) from



Continued on Page 20

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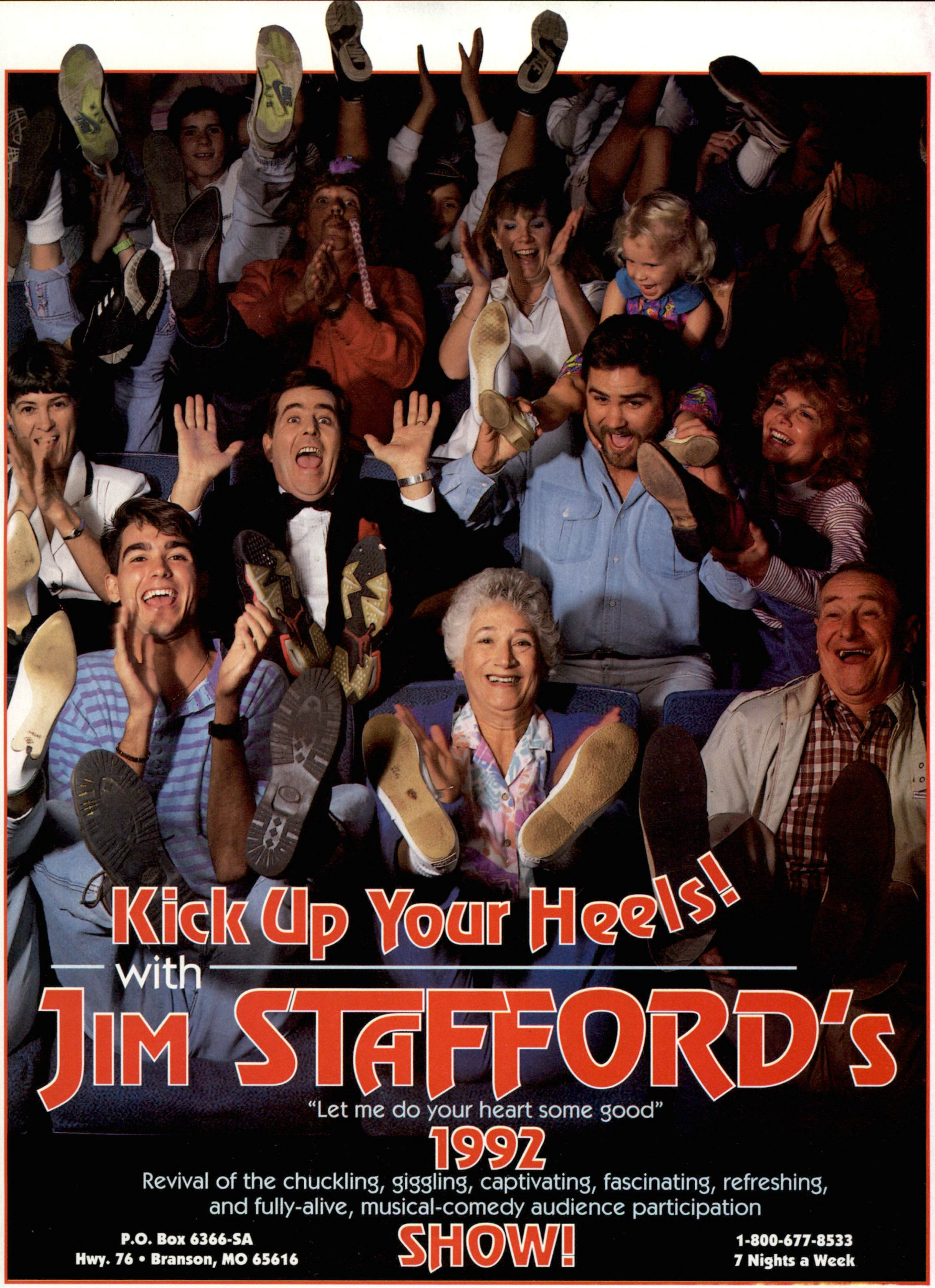
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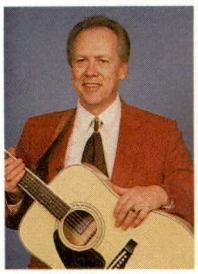
Time line . . . Continued from Page 18



the Ozark Beach Dam, formed Table Rock Lake and transformed Lake Taneycomo into a cold water compound.

Taneycomo's waters came from the bottom of Table Rock, and the water's chilly temperature discouraged swimmers and skiers from using Taneycomo as they had in the past. Water recreation shifted to Table Rock Lake, while the Missouri Department of Conservation discovered that Taneycomo's cold water provided an ideal climate for trout. Over the next years, Table Rock Lake and Bull Shoals Lake developed fine reputations for boating and water recreation, and anglers found them to be outstanding sources for bass, crappie and other panfish. Taneycomo's trout flourished, and the three lakes attracted nationwide attention from fishing enthusiasts.



1960

In 1960, two families opened businesses which would become the core of family entertainment for the Branson/Lakes Area.

Hugo and Mary Herschend opened a small old-time Ozarks village attraction atop the long-popular Marvel Cave, about 10 miles from Branson on West Hwy. 76. They called it Silver Dollar City and offered an 1880s steam train ride, country shops, crafts and music. Following Hugo's death, Mary and their sons Jack and Peter continued



Continued on Page 23





You've seen him on numerous TV appearances and big screen films. You've heard his recordings, such as, "On The Road Again," "Always On My Mind," plus "Stardust." You've enjoyed his duet recordings with stars like Waylon Jennings and Julio Iglesias.

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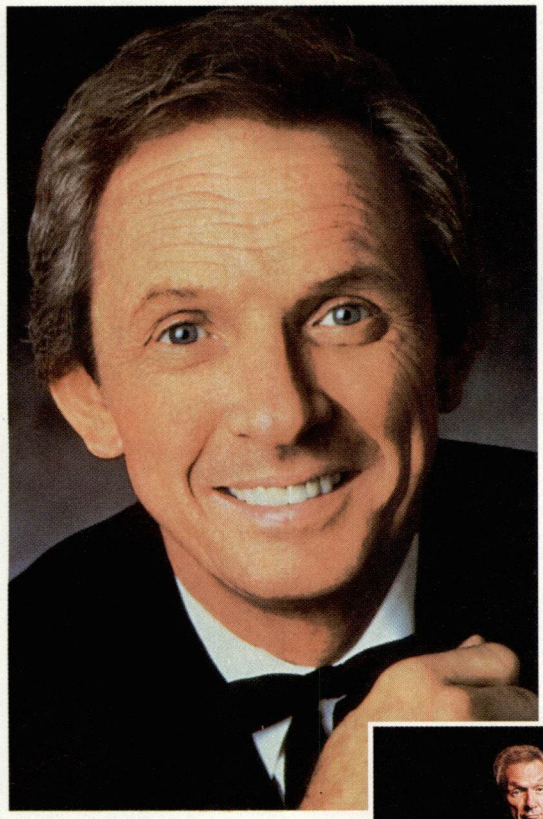
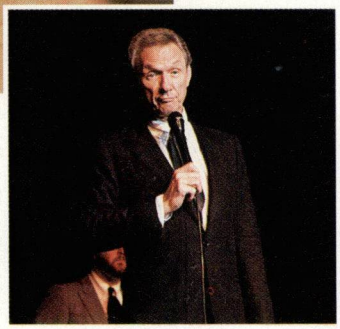




Mel Tillis & The Statesiders



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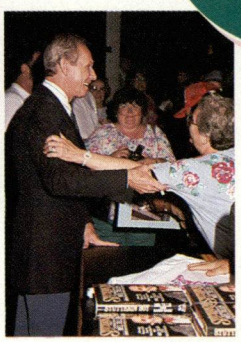

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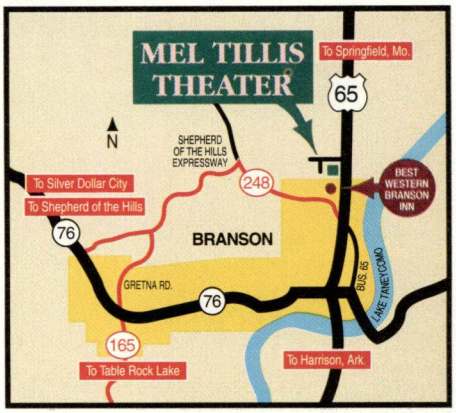

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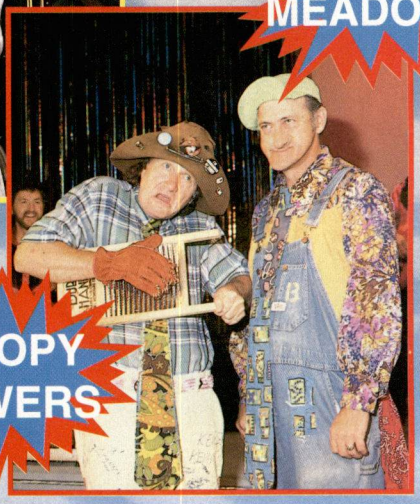

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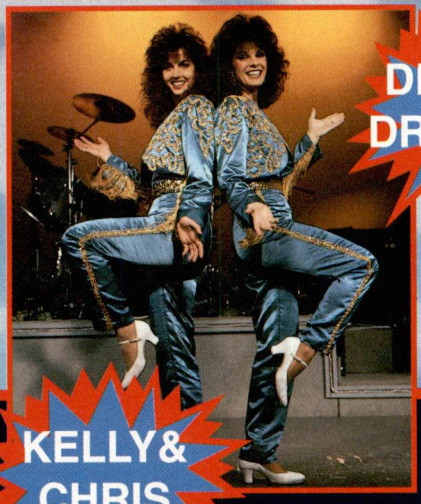

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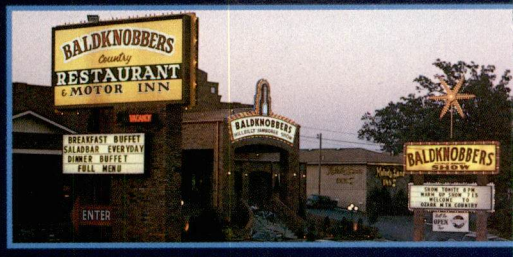

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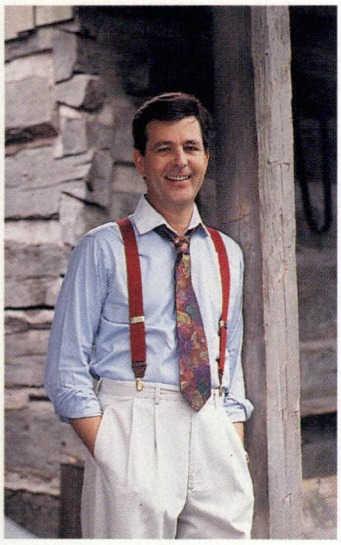
Time line . . . Continued from Page 20

to develop the theme park into one of the Midwest's premier attractions. Jack and Peter continue to direct the growth of the family businesses, which have expanded to include another popular Branson attraction White Water, the new "Grand Palace," Tennessee's theme park "Dollywood" and other properties.



A few miles east of Silver Dollar City, Dr. Bruce Trimble and his wife Mary opened an outdoor pageant based on the world-famous novel "The Shepherd of the Hills." It was located on the site where the models for author Harold Bell Wright's characters lived. Under Mary's and their son Mark's direction following the death of Dr. Trimble, the pageant grew into the nation's most popular outdoor historical drama. A theme park was developed on the old homestead's acreage. Branson businessman Gary Snadon bought the historic homestead and theme park several years ago and has continued to develop it as a historical landmark and leading family attraction.



Also in 1960, the five Mabe brothers began performing a country music show as "The Baldknobbers" on the Taneycomo lakefront in Branson.

Continued on Page 26

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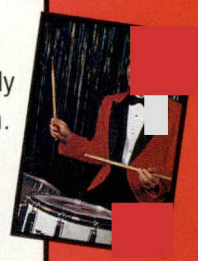



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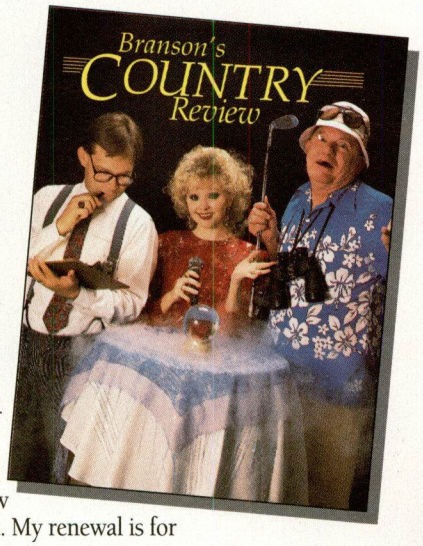

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Time line . . . Continued from Page 23

Tourism development began in earnest, and the most dynamic growth was in the music industry.

1963

•The Presley family begins a music show at Underground Theatre (Talking Rocks Cavern) near Lakeview.



1967

•The Presleys open a music theater on West Hwy. 76 in Branson.

1968

•The Baldknobbers open a music theater on West 76.

1971

•The Foggy River Boys open a music show in Kimberling City.



1973

•The Plummer Family Music Show opens on West Hwy. 76.

1974

•The Foggy River Boys move their music show from Kimberling City to Branson's West 76.

Continued on Page 88

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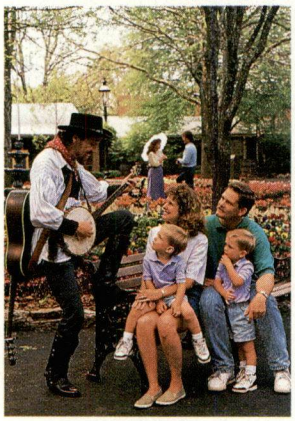
What's so special about Branson? In a word, variety. Lots of vacation places have live music. Lots of vacation places have lakes. Lots of vacation places have theme parks. And lots of vacation places have hundreds of places to shop.



But no other area has so many clustered into one location, surrounded by some of the most appealing scenery in the country.

People of all ages and interests will find plenty of fun in Branson, where family entertainment is the theme. Day and night, there's no shortage of places to go and things to do, no matter what age you are.

No where else in the world will you find as many live country music shows as in Branson. Within only a few miles are about 30 music theaters offering over 40 different live shows at various times of day. Theater buildings frequently house two



Continued on Page 29

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Fun . . . Continued from Page 28

shows — matinee and evening performances, with separate professional casts. Traditional family music shows have been part of the community for more than 30 years. In more recent years, nationally-known entertainers have chosen the Branson/Lakes Area as their home and business address, and they have helped draw well-deserved attention to the talented people



Continued on Page 30

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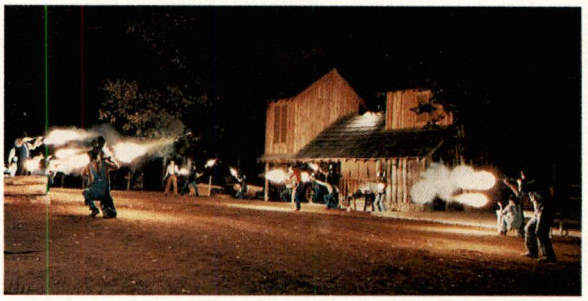
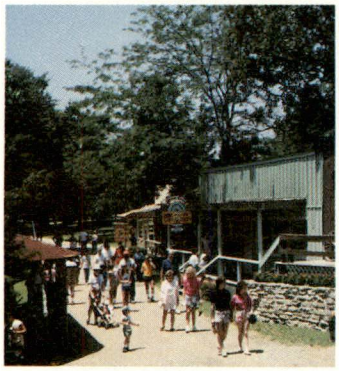
Fun . . . Continued from Page 29

who pioneered the local music industry. Country music is the favorite, but bluegrass, gospel, pop, classical, folk, jazz, rock n' roll, and plenty of family comedy lend variety to almost all the shows.

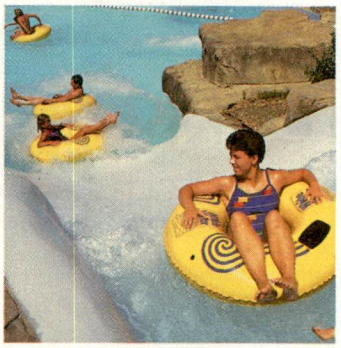


Three big lakes — Table Rock, Taneycomo and Bull Shoals — offer some of the finest fishing in the nation and every freshwater activity you can name. Boating, swimming, skiing, sailing, sunning, scuba diving, parasailing or whatever your favorite water activity, you'll find it here. Or, take an early morning boat ride. You might hear a loon call. Or watch the shoreline from the water — you'll probably glimpse a whitetail deer, a mink or other small wild creature not far away.



Two famous theme parks help draw millions of visitors to the Branson/Lakes Area each year. Silver Dollar City, an 1880s Ozarks village inhabited by a colony of unique crafters and artists, is built over one of the area's first tourist attractions — Marvel Cave. Cave tours are a regular part of admission to Silver Dollar City, which also features rides and amusements, live comedies, many dining

Continued on Page 34



And God saw every thing that He had made, and, behold, it was very good. Genesis 1:31











Branson/Lakes Area Churches

Branson Bible Church - No. Hwy. 65, Branson
Branson Christian Church - College & Commercial, Branson
Branson Church of Christ - 7th & College Sts., Branson
Branson Church of Nazarene - 3rd & Hensley, Branson
Branson-Hollister Christian Science Society - 17 Downing St., Hollister
Christian Associates of Table Rock Lake - Kimberling City
Church of God of the Apostolic Faith - 1000 W. Main, Branson
Community Church - Powersite
Community Presbyterian Church - Forsyth
Faith Assembly of God - Hwy. 160 North, Forsyth
First Assembly of God - 6th & Main, Branson
First Baptist Church - N. 3rd at Atlantic
First Baptist Church - Forsyth
First Baptist Church - Hollister
First Baptist Church - Kimberling City
First Baptist Church - Reeds Spring
First Presbyterian Church - 5th & Main, Branson
First Presbyterian Church - Hollister
Forsyth Church of Christ - Forsyth
Free Pentecostal Church - Reeds Spring
General Baptist Church - Branson
Highview Assembly of God - Lampe
Indian Hills Baptist Church - Kimberling City
Keystone Assembly of God - Reeds Spring Junction
Kingdom Hall of Jehovah's Witnesses - E. Hwy. 76
Lampe Baptist Church - Lampe
Lampe Church of God - Lampe
Mt. Branson Christian Church - E. Hwy. 76, Branson
Our Lady of the Cove Catholic Church - Kimberling Hills
Our Lady of the Lake Catholic Church - Vaughn Dr., Branson
Our Lady of the Ozarks Catholic Church -Forsyth
Ozark Mountain Christian Church (Disciples of Christ) - Hwy. F & 160, Rockaway Beach
Riverview Bible Baptist - Forsyth
Shepherd of the Hills Episcopal Church - 107 Walnut Lane, Branson
Shepherd of the Hills Lutheran Church - Kimberling City
Shepherd of the Hills Presbyterian Church -Reeds Spring
St. Andrews Presbyterian Church - Kimberling City
St. James General Baptist Church - Kirbyville
St. Paul's Lutheran Church - Parnell Addition, Branson
Sycamore Log Church - Skyline Drive, Branson
The Reorganized Church of Jesus Christ of Latter Day Saints - 1103 W. Main, Branson
United Lakes Ministry - Kimberling City
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Shopping for treasures to take home is a favorite pastime for visitors, and the area is rapidly growing in reputation as a unique shopping destination.

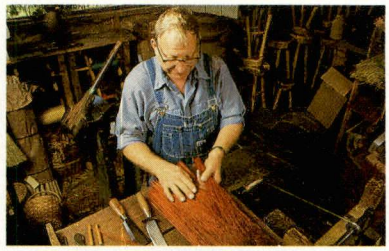
Hundreds of talented artists and crafters are waiting here for you to discover their creations — many of them one-of-a-kind items. Paintings, sculptures, handmade wares of all types and sizes, and items made to order create a unique shopping environment. Carved wooden carousel horses, old-time musical instruments, hand-stitched quilts, custom pottery, blown glass items, jewelry, stained glass, tintype photos — these are only a few of the goods that create an art festival atmosphere.



You name it — in the Branson/Lakes Area, chances are good that someone can make it to your order. And in many instances, it can be made while you watch.

Many of these artistic individuals can be found at local theme parks like Silver Dollar City, Shepherd of the Hills Homestead and Mutton Hollow Craft Village. Many more are located at malls, shops and studios throughout the area.

People have been coming to the Branson/Lakes Area for decades for its quality handcrafted wares. It's a reputation that has helped the area grow. Many shops are open all year, and others offer catalogs of unusual gifts.



Along with "tomorrow's heirlooms" are a lot of today's collectibles. Antiques and other sought-after items abound. You don't have to drive very far in any direction to find flea markets, antique shops and curiosity stores. Iron bedsteads, old kitchen gadgets, hand-tatted lace collars, old books and prints, antique firearms, and almost anything else you can name is



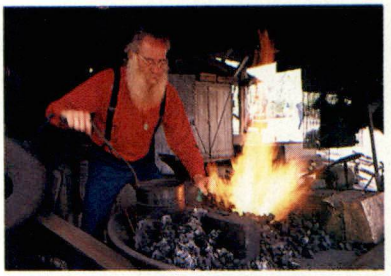
Continued on Page 33

more than likely available at a local shop. It's up to you to find it — but that's all part of the adventure.

For the contemporary shopper, the Branson/Lakes Area offers everything you'd find in a huge urban shopping area, and without urban price tags. In downtown business districts of Branson, Kimberling City, Lakeview, Hollister and Forsyth, merchandisers and service businesses provide for all the needs of the resident population, with plenty of bargains to interest the casual visitor. Clothing, shoes, accessories, cosmetics, and all other essentials are easily found at popular prices. Factory Merchants Mall in Branson offers a large collection of name-brand stores, with thousands of items at discount prices.







You'll find just what you've always wanted — and if you don't, we'll custom-make it for you, in the Branson/Lakes Area.



and the fun of shopping in Downtown Branson!"

You won't want to miss one of the largest retail centers in Branson during the holidays, or any day! There are over 90 shops including a stained glass store, music shop, jewelry stores, gift shops, an old fashioned mercantile, shoe stores, clothing stores and more! And, there are plenty of craft shops.

When you're hungry, enjoy a meal at any of our 20 different restaurants including good home cooking or fine dining on the lake.

Our historic district has beautiful walkways and plenty of parking. Bus unloading and bus parking available too.

Enjoy Downtown Branson on Lake Taneycomo!









Fun . . . Continued from Page 30

places, dozens of country musicians and an evening music show with a professional cast.

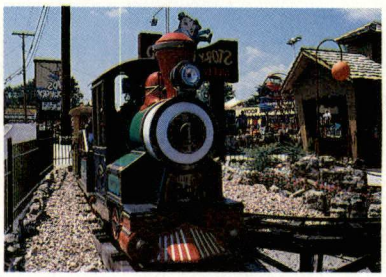


Shepherd of the Hills Homestead and Outdoor Theatre is named for one of the most popular novels in publishing history — Harold Bell Wright's "The Shepherd of the Hills." The Homestead theme park, built on the site where Wright gathered material for his world-famous novel, offers crafts, music, food and entertainment all day from its jeep-drawn tour vehicles. Inspiration Tower, a 230-foot structure with two viewing decks, offers an unmatched panorama of the Ozark Mountains. And historic "Old Matt's Cabin" provides an authentic view of the simple lifestyle of Ozarks people a century ago.

Each evening, 70 native players bring Wright's novel to vivid life at the Homestead's enormous amphitheatre in the nation's most popular outdoor historical drama.

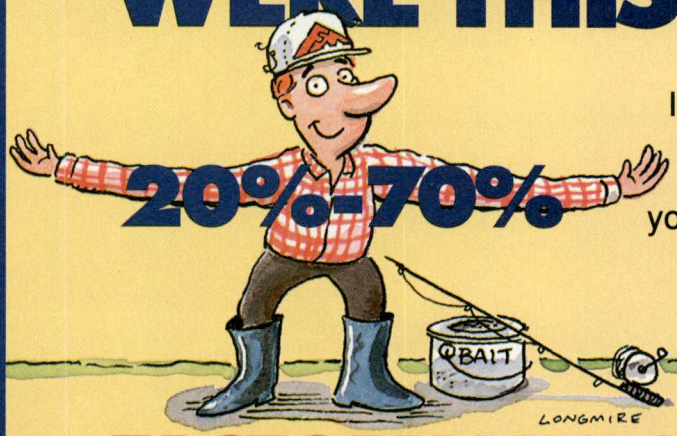
You won't go home empty-handed from the Branson/Lakes Area. It is home to hundreds of artists and crafters who offer their creations to the public. Items made to order, items made before your eyes, or items you never realized you needed until you see them — you'll find tomorrow's heirlooms here. Just what you've always wanted — malls and villages devoted to hand crafted gifts and products, shop after shop of antiques, and large stores filled with flea market items. At Mutton Hollow Craft Village,

Continued on Page 62



Manhattan Factory Outlet
The Ribbon Outlet
Banister Shoe Outlet
Sans Souci Lingerie
Dunn Woodcrafters
Prestige Fragrance
Socks Galore & More
Aileen
Bruce Alan Bags, Etc.
Book Warehouse
Vermillon Factory Outlet
Boot Factory
Barbizon Lingerie
American Tourister
Full Size Fashions
Van Heusen Factory Store
Kitchen Collection
Bon Worth
The Leather Factory
Walnut Bowls/Chicago Cutlery
Totes Factory Store/Sunglass World
Polly Flinders
Kid's Zone
Famous Footwear
Little Red Shoe House
Jonathan Logan Outlet
Oneida Factory Store
The Wallet Works
Fieldcrest Cannon
Welcome Home
Toys Unlimited
Geoffrey Beene
Tanner Factory Store
Pfaltzgraff Factory Store
Bass Factory Outlet

THE SAVINGS I CAUGHT WERE THIS BIG!



It's no fish tale— when you shop factory direct, you save big money on name brand merchandise!

FACTORY MERCHANTS
OUTLET MALL
West Highway 76, Branson, MO Phone: (417) 335-6686
April - December Hours: Monday - Saturday 9-8, Sunday 9-6 • January - March Hours: 10-6 Every Day

See and Experience The Art Of The Ozarks



With 27 individually-owned shops, The Engler Block offers a whole world of Ozarks craftsmanship and artistry under one roof.

With the artisans at work on their creations, Engler Block is more than a collection of stores; it's a living, breathing museum. From potters to jewelers ... from furniture makers to glass blowers ... and from doll makers to watercolorists, a wealth of great talent is at work here.

And if you decide to make a purchase, you'll most likely be talking directly to its creator.

We have plenty of free parking, and entry to our vast, climate-controlled indoor marketplace is free.

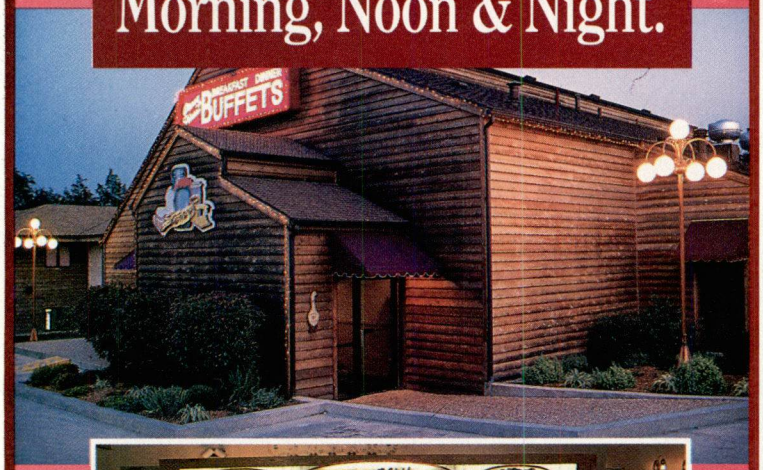
Come join us for a spell and find out what the art of the Ozarks is all about. You'll be glad you did.

The Engler Block

1335 West Highway 76 • Branson, Missouri • For more information, call (417) 335-2200



The Best Buffets Morning, Noon & Night.





Each day from 7 a.m. to 9 p.m., The Home Cannery Restaurant serves up the area's most scrumptious and generous buffets.

The Breakfast Buffet sizzles with goodness. Farm-fresh eggs, bacon, sausage, homemade hashbrowns plus biscuits & gravy, fresh fruit, melons, cereal and more.

The Lunch Deli & Salad Bar lets you create your own classic sandwich with our fresh baked breads, cheeses and cold cuts. The salad bar is fresh, crisp and bountiful.

A Dinner Buffet To Make Your Day. This evening buffet sets the standard featuring fresh meats, fish and chicken, real mashed potatoes, steamed fresh vegetables, bread pudding, fresh baked breads, cheeses, soups and salad bar.

A full menu service offers steaks, seafood, whole catfish and a lot more. Enjoy your favorite beer, wine or cocktail. Dinners starting at $5.95. Children's meals, too.

Home Cannery Restaurant

W. Highway 76•Branson, Mo. (417) 334-6965
Open 7 a.m. to 9 p.m. Daily.

A full menu of dining choices

Food is part of the fun in the Branson/Lakes Area, and you'll be tempted to try it all during your vacation here.

Branson is famous for its variety of entertainment, and it's just about as versatile in its eating establishments. Country foods are the favorite (just like the music), but Mexican, Greek, Oriental, Australian and Italian restaurants draw their share at dinnertime. Steaks, prime rib and seafood, barbecue, trout and catfish, as well as all your other favorite foods are offered here. Whether you sit down to a long, leisurely dinner or your favorite "fast food" — you won't leave the table hungry in the Branson/Lakes Area.



Gracious candlelight feasts for special memorable meals, family restaurants for good home cooking, snack shops for change-of-pace fare — you'll have dozens of choices for each meal.

Serving comes in all styles. Whether you choose family style, cafeteria, buffet, or full service dining, you can depend on courteous assistance and delicious "country cuisine."

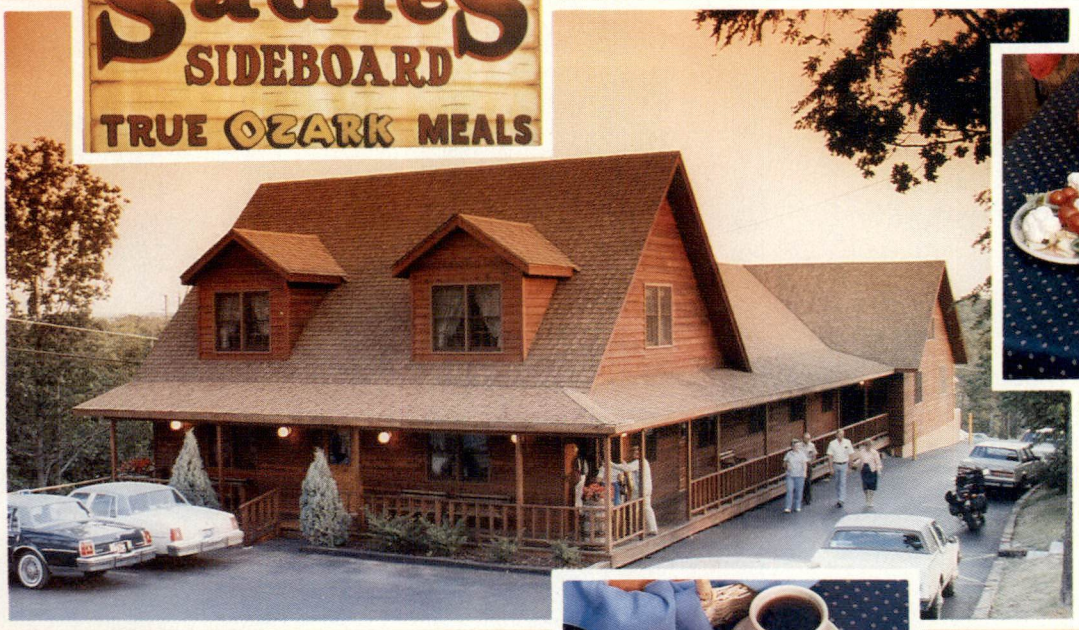
As varied as the fare is the choice of location. Lakeside, cliff top, next to your favorite music show, or right there at your motel or resort, you'll find restaurants and snack shops easily accessible.

Large groups are welcomed and can be accommodated at most area dining establishments.



Sadie's SIDEBOARD

TRUE OZARK MEALS







We welcome guests from 7:00 AM to 1:30 PM Mon-Sat and 7:00 AM to 2:00 PM Sunday and from 4:00 PM to 9:00 PM daily, April through October.
SADIE'S SIDEBOARD, on 76 Country Boulevard, across from Melody Lane Inn.
Post Office Box 976 • Branson, MO 65616
Phone: 417/334-3619

Start your day with Sadie's BIG breakfast buffet! Or, stop by for lunch with family or friends. For dinner, you won't want to miss Sadie's famous "all-you-can-eat" smorgasbord. We specialize in truly home-made Ozark meals. And all our breads, pies, and cobblers are baked fresh daily. Of course, menu service also is available for breakfast, lunch and dinner . . . and it's friendly and prompt. No reservations are necessary, although bus group reservations are taken.

PRESLEYS'

JUKEBOX RESTAURANT



Enjoy dining where the country stars of Branson love to gather. The Jukebox Restaurant offers a wonderful all-you-can-eat buffet, delicious menu items, served in a nostalgic, musical atmosphere. Come and relive those great musical days.

LOCATED NEXT TO PRESLEYS' THEATRE
ON 76 COUNTRY BOULEVARD, BRANSON

It's One of a Kind!

"Branson! America's Country MusicShow Capital" is the best of Branson music now available in a dual-cassette pack. Your favorite performers have pooled their talents to produce a "sampler" of the music which has made Branson famous.

Entertainers featured on the twin cassette tapes are:

Jim Stafford
Stars of the Ozarks Theatre
The Memory Makers
76 Music Hall
Moe Bandy
Moe Bandy's Americana Theatre
Sons of the Pioneers
Foggy River Boys Theatre
The Texas Gold Minors
76 Music Hall
Mel Tillis
Mel Tillis' Ozarks Theatre
Dr. David Struble
Campbell's Ozark Country Jubilee
Cristy Lane
Cristy Lane Theatre
The Braschlers
The Braschler Music Show
Danny Davis & the Nashville Brass
Danny Davis Theatre
Shoji Tabuchi
Shoji Tabuchi Theatre
Mickey Gilley
Mickey Gilley's Family Theatre
The Texans
Texans/Bob-O-Links Theatre
Roy Clark
Roy Clark's Celebrity Theatre
The Branson Brothers
Silver Dollar City
The Presleys
Presleys' Mountain Music Jubilee
Boxcar Willie
Boxcar Willie Theatre
New Riders of the Old Trail
Shepherd of the Hills Homestead
Foggy River Boys
Foggy River Boys Theatre
Brent Mabe
Baldknobbers Hillbilly Jamboree
Albert E. Brumley, Jr.
76 Music Hall
The Lowe Sisters
Lowe's Theatre



Available at the Branson/Lakes Area Chamber of Commerce Visitor Center, at retail stores throughout the Branson/Lakes Area, or by mail! Use the convenient form below. Order yours today, and pick up an extra as a great gift!

Please send me ____ "Branson! America's Country MusicShow Capital" dual-cassette packs. Enclosed is $15 per pack plus $1.95 shipping and handling for each copy. (Missouri residents add 6.225 percent sales tax through Sept. 30, 1991, or 6.725 percent beginning October 1, 1991.) Mail coupon with check or money order to: Cassette Offer, Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO, 65616. Call 417-334-4136 for more information.

Name_____

Address_____

City_____ State_____ Zip Code_____

Camping that suits your style

Camping enthusiasts can choose from dozens of campgrounds and recreational vehicle parks in the Branson/Lakes Area. From "roughing it" by the lakeshore in your tent to campgrounds offering indoor pools and convention facilities, you can find the right campsite here. You can choose from almost 7,000 campsites!

Any time of year, campers find their way to Branson. Camping spaces are available year-around, although some parks do close for the winter months.



Among the features at many Branson/Lakes Area campgrounds and recreational vehicle parks are pull-through spaces, shaded sites, full hook-ups, dump stations, showers, picnic tables and charcoal grills. Lakeside camping parks offer boat launching ramps, docks and boat and motor rentals. Some offer a convenience store for groceries, and many have game rooms, playgrounds and swimming pools. Kitchenettes are available, and some camping parks offer restaurants.

It's not uncommon to find luxury features like hot tubs, indoor pools, cable television and meeting rooms at local campgrounds!

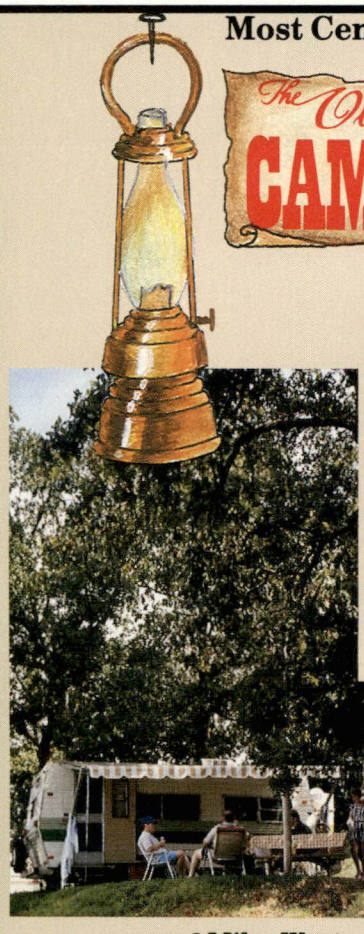
All are geared to family camping, and some offer weekly, senior citizen and group rates as well as daily standard rates.

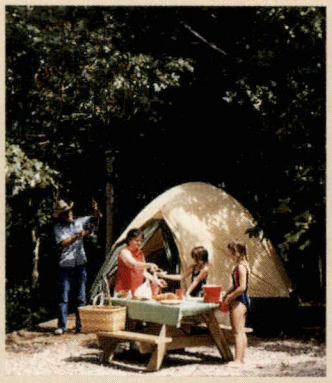
Continued on Page 40

Most Centrally Located To All Area Attractions

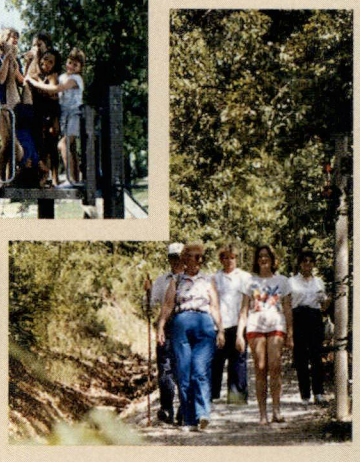
The Old Shepherd's CAMPGROUND

As a family owned and operated campground, our aim is to maintain a clean, wholesome atmosphere for campers. Spacious, shady, level sites with full hook-ups and in-the-woods wilderness sites are yours to enjoy. Every convenience is provided . . . pool, game room, laundry, store and spotless shower/restrooms. Our lighted trail leads to the "Shepherd of the Hills", right next door. So, come join us in our beautiful Ozarks.













Good Sampark

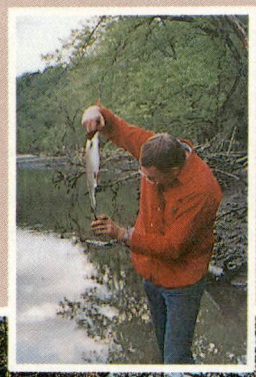
The Behle Family,
Your hosts who care
Post Office Box 97
Branson, MO 65616
1/800/544-6765
417/334-7692

6 Miles West of US 65 on Highway 76 • Branson, Missouri

A Destination Campground

the Headwaters

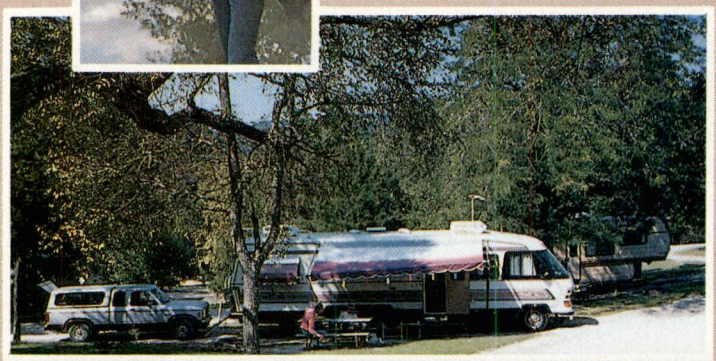
A CAMPING RESORT • RESERVATIONS 1/800/626-4761
Easy access to all area attractions plus excellent trout fishing



Designed, built and operated by campers for campers • Full service campground • Large pull-thrus • Full hook-ups • 15/30/50 amp electric • Sparkling bath house • All desired facilities • Money saving entertainment and camping package plans! Open all year.

HCR 1, Box 1472C • Branson, MO 65616

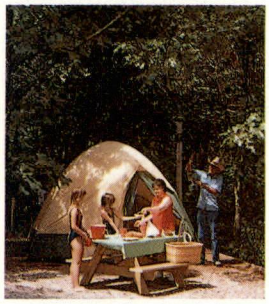
417/334-7450



Camp . . . Continued from Page 39

Pets are welcomed at most campgrounds.

Whether you carry your camping needs in a knapsack or travel for months at a time in the comfort of your motorhome, Branson/Lakes Area camping facilities will suit your style of vacationing.



Additional information about local campgrounds is available in the Directory pages of this magazine, or by contacting the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616, 417-334-4136.

Plan ahead --
Call for reservations!

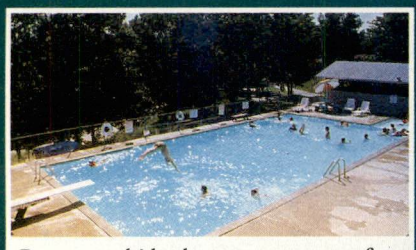
The Closest Campground & Motel To Silver Dollar City



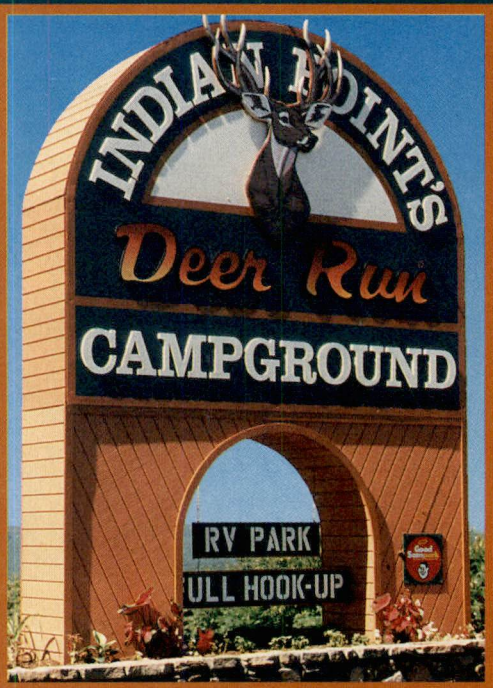
Shady, clean and comfortable camping.

Our Location Is As Popular As Our Famous Neighbor!

Walk To Silver Dollar City!



Roomy poolside pleasures mean more fun.



Indian Point's Deer Run Campground & Motel
HCR 1, Box 1168-B, Branson, MO 65616
Reservations: 1-417-338-2222



Our General Store will have what you need.

140 Campsites
50 Amp Full Hook-Ups To Tent Sites.
Unique & Cozy Bunk Houses
Individual & Affordable. It's Indoor Camping!
Grocery Store & Supplies

96 New Motel Rooms For '92!
Featuring 14 Kitchenette Suites!

Just 4 Miles To Music Shows
Only Minutes From Table Rock Lake!
Immaculate Private Showers
Coin-Op Laundry • Game Room
Playground • Park-Like Setting
VISA & MASTERCARD

Compton Ridge Campgrounds & Lodge. A Family Tradition Of Service & Amenities.

Since 1968, The Sims Family has been building an unbeatable reputation among Ozark Mountain Country campers.

Their reputation has consistently grown with solid, never ending customer service.

The Sims also made a committment to innovative camping amenities that add quality, convenience, comfort, and above all, enjoyment to your camping vacation.

The recent introduction of



Compton Ridge Campground offers 235 sites on 85 beautifully wooded acres.

the popular and highly useful Compton Ridge "Kitchen Shelter" is a perfect example of the Sims' camping touch.

The 80 sq. ft. Kitchen Shelter is a deck structure that provides a level, shaded living area to eat, relax, and enjoy the added comforts of your own individual camp setting.

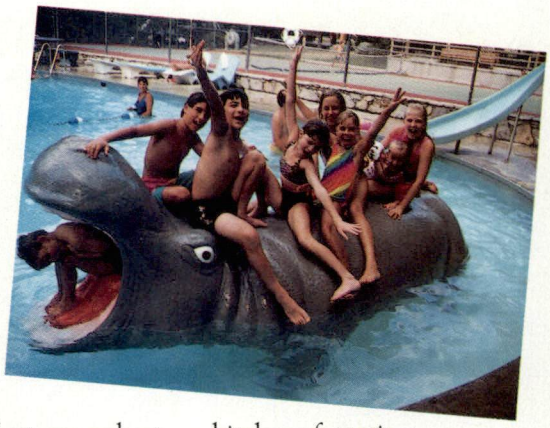
You'll find the handy and unique Kitchen Shelter only at Compton Ridge Campgrounds.



Our Indoor Heated Pool is but one of our exclusive amenities & services.

- Absolutely Clean Restrooms
- 3 Swimming Pools
- Indoor Heated Pool
- Kiddies Pool
- Tennis Court (equip. avail.)
- Hiking Trails
- Laundry (open 24 hours)
- Restaurant
- Game Room & Playground
- Programmed Activities
- Church Service
- Groceries/Supplies
- Kitchen Shelters
- Elevated Tent Pads
- Concrete Pads
- Free Shuttle to Silver Dollar City From Any Compton Ridge Facility.
- 233 Campsites
- 30 Motel Rooms
- Pavilion & Convention Center (a/c seating for 600)
- Catered Meals
- Groups & Family Reunions
- Camper/RV Storage
- Car Rental

Tent campers also enjoy the extra care and service at Compton Ridge Campgrounds. All Tent Sites are elevated and covered with soft river bottom dirt. The smooth, comfortable effects are unbeatable for tent camping.





The Compton Ridge Lodge features larger rooms than most area motels.

Even if you're not a camper, you can still enjoy the service and amenities of the Compton Ridge Lodge.

Once again, Compton Ridge sets the pace with 25% larger rooms that are 4-feet wider than most others. Plus, most of our rooms include mini-kitchens featuring stove top/refrigerator units. No one offers this much! Our lodge guests also enjoy all the Compton Ridge facilities.



The Compton Ridge North Park promises an extra measure of comfort & convenience.

Our Compton Ridge North Park just might be the handiest campground facility anywhere! All sites are full hook-up and have BBQ grills. The pool, laundry, restrooms & showers are central and extremely convenient to all campsites. For the most relaxed camping vacation ever, try our North Park!

On Hwy. 265, Just 1 Mile From Silver Dollar City

COMPTON RIDGE CAMPGROUND®
Info. (417) 338-2911

COMPTON RIDGE NORTH PARK®
Info. (417) 338-2747

COMPTON RIDGE LODGE®
Info. (417) 338-2949

Where Campers Come First!

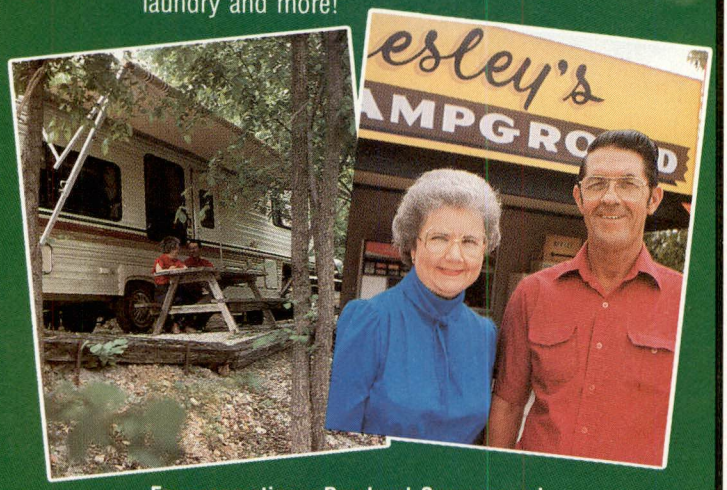
For Camping

RESERVATIONS: 1-800-BE FUN 4U (1-800-233-8648)

Call or Write Compton Ridge Campgrounds & Lodge • 417-338-2911 • HCR 9, Box 1180 • Branson, MO 65616

PRESLEYS'®
CAMPGROUND

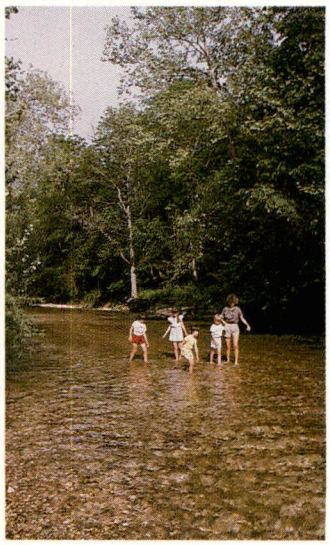
Enjoy all the comforts of home, in easy walking distance of music shows, attractions and restaurants. Swimming pool, playground, showers, laundry and more!



For reservations: Presleys' Campground
2920 76 Country Boulevard • Branson, MO 65616
417-334-3447
Most major credit cards accepted

The Ozarks outdoors - a natural attraction

Hiking, biking, hunting, fishing, spelunking, or sightseeing — the Branson/Lakes Area's outdoors are a year-around attraction to many thousands of visitors.



Fresh air, clean land and lakes, great mountain scenery, lots of wide-open spaces — Ozark Mountain Country offers it all to outdoors types.

From anywhere in the area, the wooded hills are within an easy walk. Wild creatures and wild flowers are frequently framed in nature lovers' camera







NEW

WHAT'S NEW IN '92? OUR NEW SHUTTLE TO THE MUSIC SHOWS! Beat the traffic hassle when staying with us. We're rated in the top 3% of all RV parks in America, and every campground amenity you could wish for is right here. See our listing for more information. Come join us . . . we're a fun place!







Holiday TRAV-L-PARK
Good Sampark
AAA
VISA
MasterCard
DISCOVER

The Seay Family, your hosts
HCR 9, Box 1175 • Branson, MO 65616
417/338-2445

lenses, and a walk through the woods will always result in some souvenir photos. Whether you take established nature trails, such as those at the Dewey Short Visitor Center at Table Rock Lake or the Henning State Forest at Dewey Bald Mountain, or strike out cross-country on your own, walking the Ozarks woods is a worthwhile experience. A tip before you walk out on your own — ask permission first from the land owner, and be sure to watch for landmarks. It's easy to get turned around in these hilly woods. In the summer months, insect repellent is advised to ward off "chiggers" and ticks.

Bikers will find few designated trails, but bicyclists are frequently seen enjoying the sights along highways and rural roads in the lakes area. Safety is the first concern, and bicyclists are asked to exercise care when traveling along local roadways.

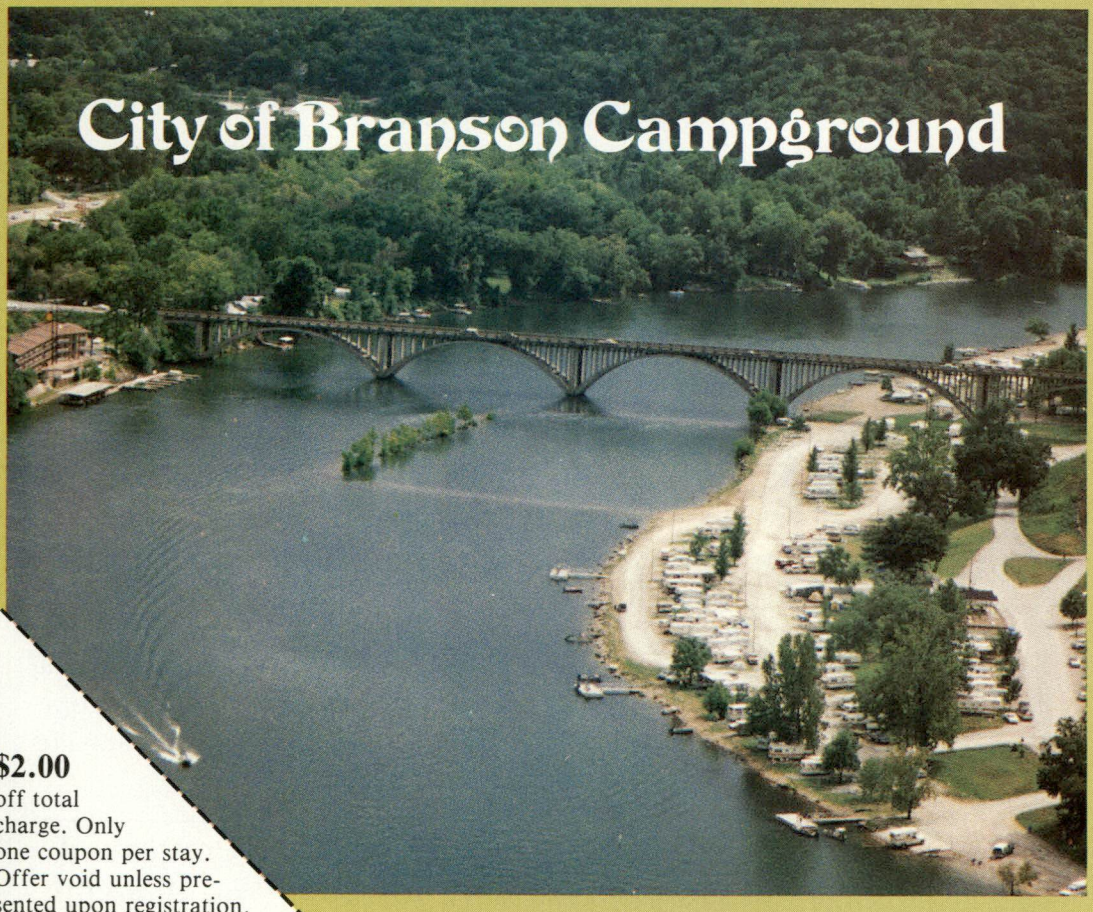
Hunters come by the thousands each season for deer, turkey, and other game, and

Continued on Page 30

Don't Miss These!

Several campgrounds are part of resort complexes in the Branson/Lakes Area. Display advertisements are in other sections of this magazine for the following businesses:

- **Antlers Resort & Campground**
- **Bar M Resort & Campground**
- **Cooper Creek Resort & Campground**
- **Fall Creek Resort & Campground**
- **Silver Dollar City Campground**
- **Trail's End Resort & RV Park**
- **And in the Business Directory!**



$2.00 off total charge. Only one coupon per stay. Offer void unless presented upon registration.

...located on Beautiful Lake Taneycomo

- Easy access to all attractions
- Inside city limits
- Walking distance to downtown businesses and shops
- Three boat ramps
- Six fishing docks
- 350 Full hook-up sites
- Showers and restrooms
- Three large picnic shelters
- Playgrounds
- Open year 'round

GROUP RESERVATIONS TAKEN

For information call:

417/334-2915

Vacation lodging that's an overnight success

Turn of the century visitors to the Branson/Lakes Area, drawn by fishing opportunities and the interest spurred by Harold Bell Wright's novel "The Shepherd of the Hills," found a single motel in Branson to accommodate them.



Those early visitors often spent their stay camping on residents' lawns!

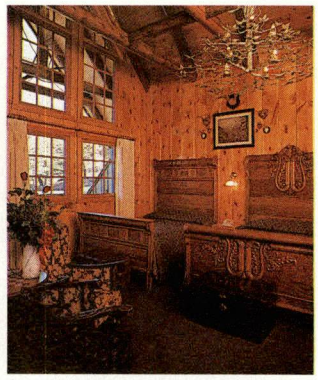
Today, about 10,000 rooms are available in local motels, hotels, resorts, bed and breakfast inns and condominiums. From family budget lodging to luxurious suites, and from cozy single rooms to cabins large enough for groups, you'll find comfortable, affordable places to stay.

Many motel, hotel and resort lodgings accommodate up to six people, so there's plenty of room for family members and friends. Some have on-site restaurants and lounges, most have swimming pools, and most accommodations businesses feature cable television, in-room telephones and the modern amenities visitors expect.

Saunas, spas, indoor pools, playgrounds, game rooms, kitchenettes, laundry facilities and many other options are available.

Most resorts offer housekeeping accommodations with all the comforts of home, as well as special attractions for family members of all ages. Cottages of up to five bedrooms are available. Many local resorts are located at lakeside, offering access to docks, boats and all the equipment you need for water recreation, all year around.

Homey bed and breakfast inns are popular for the special surroundings and personalized service they offer.

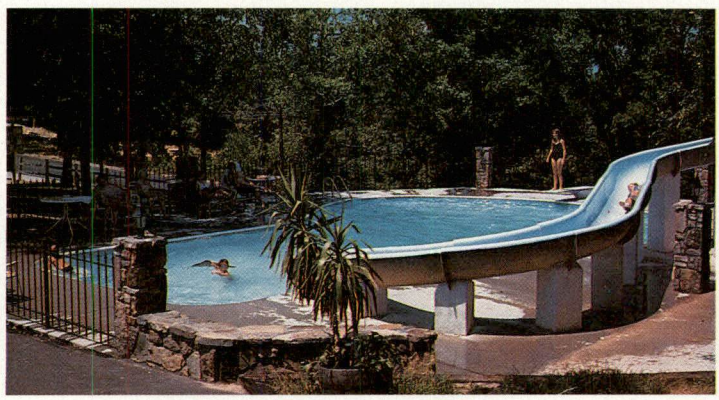


Condominiums are available for an overnight trip or lengthy vacation, and offer everything needed for a comfortable stay.

The Branson/Lakes Area is increasingly popular for family reunions, tour groups, business meetings and other gatherings. Several motels and resorts offer meeting and convention facilities with large banquet rooms and halls.

Many motels and resorts have accommodations for physically handicapped guests.

Special lodgings are available for honeymoons and other occasions, to make those events even more memorable.



Some motels and resorts accept pets, but be sure to

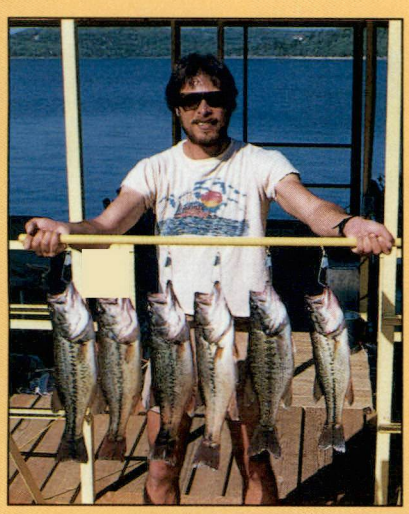
Continued on Page 50

Twin T-l n·i g o t

Branson Area's Exclusive Fish'n Fun Place On The Shores of Beautiful Table Rock Lake

15 minutes to Music Shows, 20 minutes to Silver Dollar City, 50 minutes to the Passion Play.

Beautiful lakefront resort on the legendary Long Creek Arm…come, experience the cleanest, clearest water Table Rock Lake has to offer…right at your doorstep.



We Help You Catch Fish

FREE Fishing Guide Service

FREE FISHING MAPS

of local fishing spots plus current fishing patterns and information from our expert fishing staff.

The best in Spring and Fall fishing plus good summer fishing, too.



Complete family vacation and fishing facility

•Covered lighted boat dock•Large double boat slips•Electric outlets with each slip•Fish cleaning station•Free freezer storage•Full line of bait and tackle•Guide service•Pier fishing•RENTAL BOATS• Fully equipped bass boats•Aluminum boats with or without motors•Pedal boat•Tube and water sled rental•Air and scuba equipment rental nearby.



Swimming pool with sundeck area.
Gorgeous view of the lake from your lounge chair.

Enjoy Water Sports

The majestic cliffs of the Long Creek Arm harbor calm water that makes water skiing, tubing, and swimming great fun even on windy days.

Your family will have a great time swimming and sunning in our full size swimming pool or in the lake from our swim dock.



Fully equipped bass boats

FOR YOUR ENJOYMENT AND CONVENIENCE

- Easy access…no gravel roads
- Restaurants and a grocery store with gas less than 5 minutes away.

REASONABLE FAMILY RATES
DISCOUNT WEEKLY RATES



More Vacation Fun And Value

FAMILY FISH 'N FUN PACKAGE

- From 4 days, 3 nights lodging in a kitchenette
- Free tickets to Silver Dollar City, or… tickets to White Water and a top music show.
- One day in a fully equipped bass boat… plus free fishing guide trip.

SILVER DOLLAR CITY

White Water Tropical Adventures In Paradise

More Value & More Time To Fish!

FISHERMAN'S PACKAGE

- From 4 days, 3 nights lodging in a kitchenette
- 2 days use of a fully equipped bass boat (see boat picture above)
- Plus free fishing guide trip.

An Angler's Delight!

ACCOMMODATIONS

- Kitchenettes
- Cooking utensils
- Air conditioning
- Electric heat
- Tub/shower combinations
- Shaded patios
- Lakeview from every room
- Picnic area with tables and grills
- Color Cable TV

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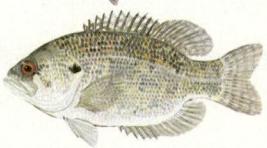
or write:
HCR 2, Box 430SA
Blue Eye, MO 65611
for reservations and free brochure.

Here's the what, when, where, and how of fishing the area lakes!

Offerings From The Deep

This marine art work is reproduced by permission from Windsor Publications, Inc. Their marine life art charts can be purchased by contacting Windsor Publications, 1000 S. Bertelesen, Building 14, Eugene, OR 97402 for a free color catalog. Text by Rich Rodenburg.

Table Rock Lake		Spring
Largemouth Bass 	Top sport fish. Widely distributed throughout the lake. Fish in excess of 5 pounds abundant.	Spring spawners, shoreline dwellers. Biggest fish of the year taken in March. Best numbers of fish taken in April and May.
Smallmouth Bass 	Considered best battler once hooked. Located at lower lake and upper reaches of main tributaries.	Same as Largemouth.
Kentucky Bass (Spotted) 	Very scrappy like its cousin the Smallmouth. Schooling fish in summer and fall. Abundant along entire main lake and major tributaries.	Same as Largemouth.
Black & White Crappie 	Excellent table fare. Average fish is large due to 10-inch minimum limit and the lake's immense forage base.	Early spring spawners. March and April best months. Wooded coves and main lake pockets with brush are best.
Bluegill 	Also excellent table fare. Big slabs over 3/4 pound are common. Located all over lake, especially near boat docks.	Late spring spawners. Fish concentrate in timber and brush in April and May.
White Bass 	Tremendous schools make annual runs to upper reaches of main tributaries each spring.	Schooling spring spawners. Run back in major creeks and rivers. Look for other boats as an indication fish are present.
Rock Bass (Goggle Eye) 	Very good table fare. Schooling fish are usually located in coves and creeks.	Late spring spawners. Schooling fish taken in May on shallow structure in the main lake and mouths of coves. Also live creek dwellers.
Catfish (Channel and Flathead) 	Excellent table fare. Located in coves, creeks and main lake pockets. Basically a nocturnal fish.	Late spring spawners. Fish start to move in April, given a mild winter. Best production comes from trotlines, juglines and limblines.

Lake Taneycomo		Spring
Rainbow Trout 	High concentrations all along lake. Aggressive sight feeders will take a variety of artificial lures and flies. They will take live bait equally well.	Fish feed actively due to high oxygen content in water. Current is usually swift. Drift fishing from a boat generally produces best results.
Brown Trout 	Very aggressive and carnivorous. Highest densities in the first several miles below the dam. Brutes in excess of 20 pounds are believed to exist.	Fish will locate in undercut banks and behind gravel bars. They most readily take live bait drifted along the bottom but will chase jerk baits that imitate minnows.

The marine artwork is reproduced by permission from Windsor Publications, Inc. The marine life art charts can be purchased by contacting Windsor Publications, 1000 S. Bertelesen, Bldg. 14, Eugene, OR 97402 for a free color catalog.

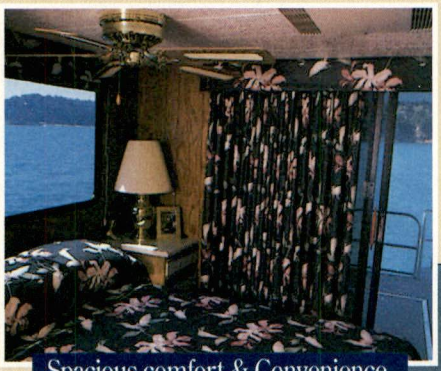
Table Rock Lake: Top Black Bass lake. Offers quality year-around fishing. Spring and late fall are considered the best times to catch bass in shallow water with artificial lures. Summer panfish is Crappie in the early and mid-spring, and Bluegill from late spring to late fall. Predominant species: Largemouth, Smallmouth and Kentucky Bass; Black and White Crappie, Bluegill, White Bass, Rock Bass (Goggle Eye), Channel and Flathead Catfish.

Lake Taneycomo: The Ozarks' "Trout Machine." Quality year-around fishing for Rainbow Trout due to a comprehensive stocking program and an ideal environment for the fish. Brown Trout are also stocked. Greatest numbers exist in the headwaters below the dam. Top action for Rainbows is usually in winter but other seasons are excellent. Top action for Browns is in the fall. Several species of bass and panfish exist in the lower end of the lake. Predominant species: Rainbow Trout, Brown Trout.

Summer	Fall	Winter
Fish concentrate in submerged timber about 30 feet deep during daylight. Some move to the shoreline 10-20 feet deep at night.	Fish return to shallows as water cools. Night fishing is excellent in September and October. November is usually the best daytime fall fishing month.	Fish located on outside treelines of coves and main lake. Action is excellent during mild winters.
Same as Largemouth.	Same as Largemouth, but some stay deep.	Same as Largemouth, but some fish relate to rocks more than trees.
Heavy schooling fish locate on main lake points in 20-30 feet of water. The action is usually very consistent.	Same as Smallmouth, but catch rate is higher.	Some fish chase shad on the surface while others remain in 30 feet of water off main lake points and bluffs.
Fish go deeper and scatter. Best results fishing under lights at night.	Look for dropoffs with timber in coves and upper tributaries.	Look for wooded areas in upper reaches of main tributaries. Action can be excellent with several days of mild temperatures.
Some fish continue to spawn into June. Fish are present near almost every tree and dock. The bigger ones are deeper.	Lots of big fish on top of submerged timber, 20-40 feet deep.	Fish sometimes remain on fall patterns in December but become sluggish in January and February.
Look for large schools chasing shad and minnows on the surface of the main lake.	Difficult to locate at times, but still in large schools. Some surface activity in early fall. Tend to frequent deep flats in later fall.	Some fish are located on deep main lake points in early and mid-winter. They move to mud flats in late winter if the weather is mild.
Same locations as spring but look deeper, 20-30 feet in the lake. Holes in the creeks.	Back to spring locations.	Dormant.
Best rod and reel fishing is at night on main lake, flats. Timbered coves are also productive. Trotline harvest increases.	Feeding activity falls with water temperature.	Dormant.

Summer	Fall	Winter
Current slows and ceases at times. Best fishing is early and late in the day and at night. Mid-day is good if current picks up. Boat and bank fishing is excellent.	Browns, Rainbow patterns are similar to summer but mid-day activity improves in late fall.	Peak feeding activity due to high oxygen levels resulting in lake turnover. Nice limits are more the rule than the exception. Mid-day fishing is usually excellent. Current is generally moderate to swift.
Fish seek out deep holes. Live nightcrawlers are a favorite bait. Flies can be good. Night fishing is best.	Best time of the year. Annual spawning run occurs in October in the headwaters. Light line is important. Most Browns over 5 pounds are caught this time of year.	Fish spread out after spawning. Patterns are similar to spring.

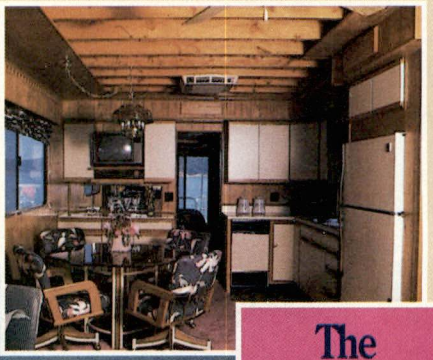
This Year, Trade Your Motel Room For a 900 sq.ft. Houseboat!

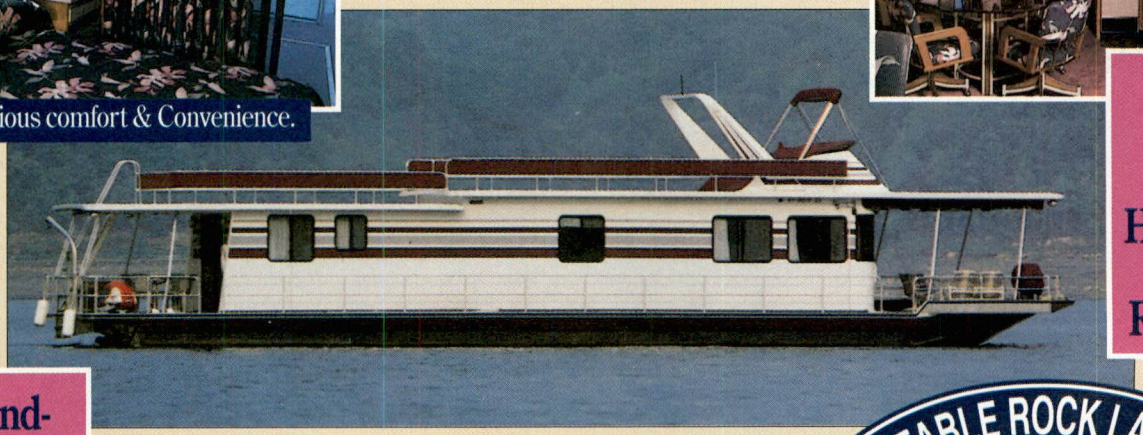


Spacious comfort & Convenience.

14'x 64' Houseboats

- Sleeps Up To 10
- 1½ Baths
- Gas BBQ Grill
- 12½ Kilowatt Gen.
- Heat Pump Central A/C And Heating
- Sheets, Blankets & Towels Included
- Easy To Drive
- Microwave Oven
- TV/VCR Available
- Stereo





The Newest, Largest Houseboats On Table Rock Lake!

Brand-New '92 Models At '91 Rental Rates!

- Indiviual boat slips to easily come and go ashore. Boat Slip Includes Water/Electricity.
- Ask us about off-season special savings rental rates. Color brochure available.

TABLE ROCK LAKE HOUSEBOAT VACATION RENTAL

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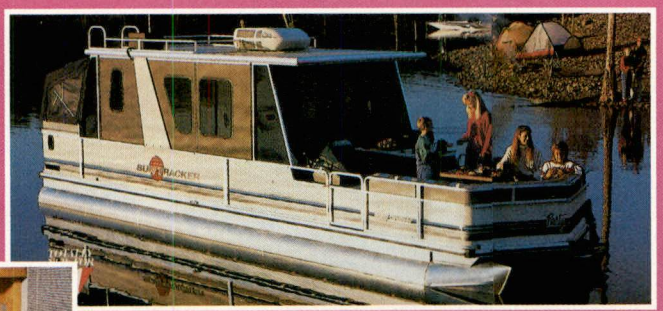
TABLE ROCK LAKE
HOUSEBOAT
VACATION RENTAL
GAGE'S LONG CREEK MARINA

Brand-New 32 Ft. Sun Tracker Houseboats

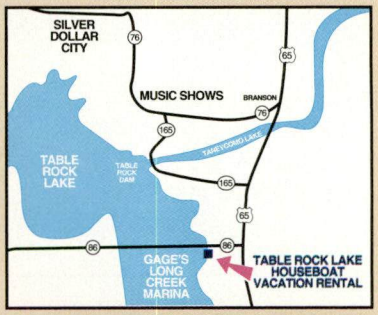




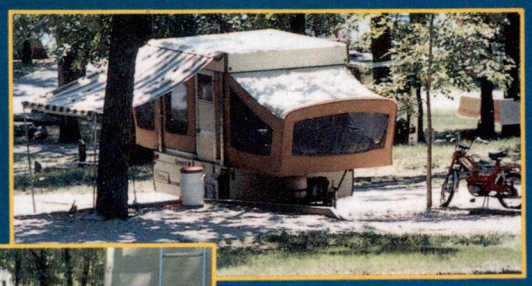
- Large Sundeck Above • Lockable Dressing Area
- Propane Grill • Rear Canopy With Curtains/Screens
- Private Shower/Bath • AM/FM Cassette Radio
- Refrigerator, Stove, Sink • Lots of Storage Space

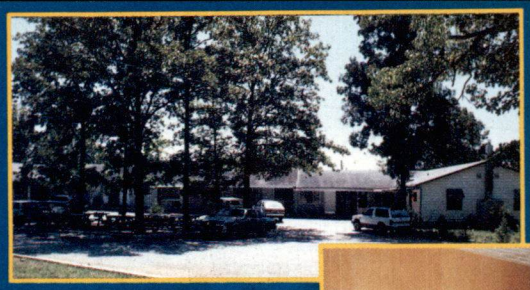
Close To Branson!

We're only minutes from all the fun, music and memories of Branson, Silver Dollar City and much more.



Gage's Long Creek Marina
Lake Road 86-26

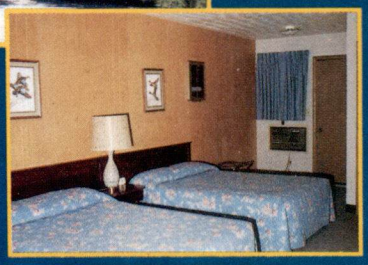






CAMPGROUND
417-334-8427

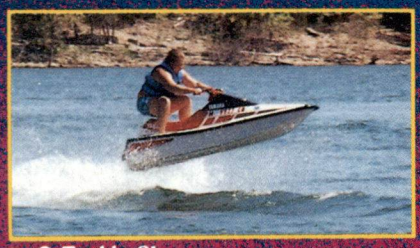
LODGE
417-334-1413



ON TABLE ROCK LAKE
ONLY MINUTES AWAY FROM
ALL AREA ATTRACTIONS

- 40 Sites On The Lake
- Showers
- Water - Electric
- Charcoal Grills
- Swimming Beach
- Picnic Shelter
- Shaded Sites
- Dump Stations

- Kitchenettes
- Pool
- Charcoal Grills
- Picnic Tables
- Playground
- Excellent Fishing Year 'Round



the Gage's Long Creek

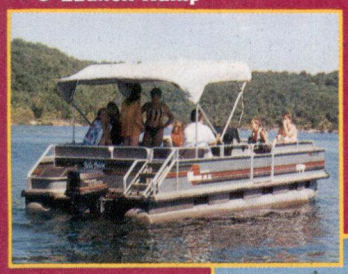
Lodge & Cafe
Marina & Campground



- Tackle Shop
- Gas - Live Bait
- Ski Boats
- Pontoon Boats
- Fishing Boats
- Jet Skis
- Daily or Yearly Boat Slips
- Guides
- Mini Mart
- Launch Ramp

- Breakfast, Lunch and Dinner
- Casual Antique Decor
- Homemade Soups and Desserts
- Overlooking Long Creek
- Reachable By Car or Boat

P.O. BOX 618
LAKE RD. 86-26
BRANSON, MO. 65616



MARINA
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CAFE
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FISHERMAN'S SPECIAL
$249.00

INCLUDES:
- 3 Days, 2 Nights Lodging For Two
- 2 Full Days Fishing in New Fully Equipped Bass Boats
- Continental Breakfast

FAMILY GETAWAY SPECIAL - $349.00

- 4 Days, 3 Nights Lodging For Four
- Breakfast 3 Days
- Silver Dollar City Tickets
- Country Music Show
- Pontoon Boat 1 Day

Three local lakes offer crystal clear fun



Clean, clear lakes. Three of them.

They traditionally draw millions of people to the Branson/Lakes Area each year. Some of the finest fishing in the nation is available along the chain formed by Table Rock Lake, Lake Taneycomo and Bull Shoals Lake.

Table Rock Lake is famous for its bass and crappie, as well as its recreational opportu-

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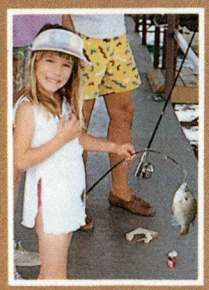

Thunderhead RESORT

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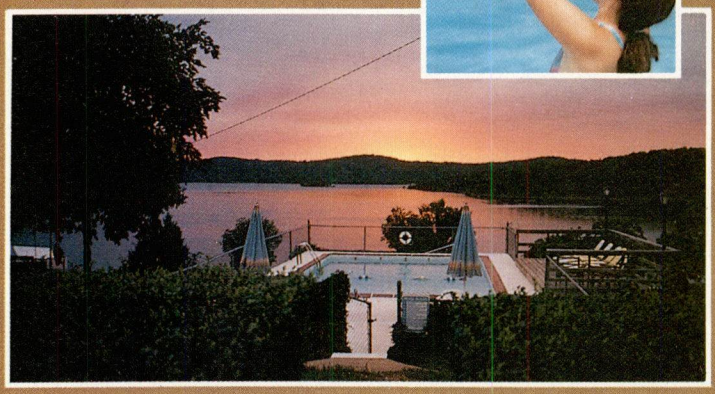
HCR 2 Box 540SA
Ridgedale, MO 65739

Minutes from area attractions on beautiful Long Creek Arm of Table Rock Lake.
11 Housekeeping cottages on a secluded cove. Easy access on a hard surface road. Individual 2 bedroom cottages and 1 bedroom duplexes with complete kitchens & living rooms. A.C./TV, large front porch on all cottages. Pool, concrete boat launch, covered lighted all steel boat dock. Rental fishing boats and motors, and pontoon boat. All of this with never a mosquito!





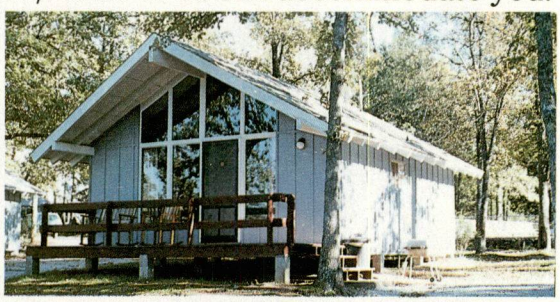
Lodging . . . Continued from Page 44

ask when you make your reservations.

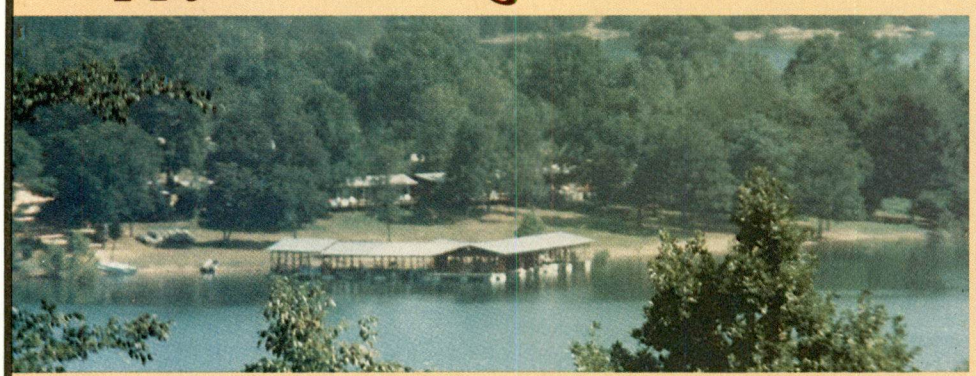
Seasonal rates and senior citizen discounts apply at many lodgings, and most take major credit cards.

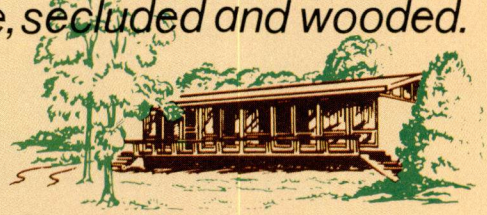
And the service — it's the best. Ozarks courtesy is everywhere, and you won't find a friendlier, more hospitable vacation environment than the Branson/Lakes Area.

In the heart of the action on West 76, or in the heart of the country at a quiet retreat, lodging is available any time of year. Whatever your budget, your special needs or desires, the Branson/Lakes Area can accommodate you.



Happy Hollow Resort... *at water's edge, secluded and wooded.*





Our fully equipped, open porch units and covered boat dock are designed for fishermen, couples and families. Your door is only 150 feet from the water's edge...and that's prime fishing area. Early spring or late fall is big bass and crappie time.

Uncongested, quiet coves offer cliff diving, scuba diving, water skiing and excellent fishing...the paradise you've been looking for.

Off Highway 86 on Lake Road UU9
Bob and Jackie Moran
HC Rt. 2, Box 118 Blue Eye, MO 65611 Phone: 417/779-4360

Lakes . . . Continued from Page 50

nities. Equally popular with boaters, Table Rock offers skiing, swimming, sailing, scuba diving, parasailing, and any other water sport you can dream up. Houseboats, pontoons, ski boats and fishing boats are easily obtainable at local marinas, as is all the equipment to safely enjoy your favorite water activity.

Lake Taneycomo is equally famous as a cold-water trout stream. Rainbow trout abound, and the Missouri Department of Conservation gives Mother Nature an assist by adding to the trout population from the Shepherd of the Hills Fish Hatchery near Table Rock Dam. A state record German brown trout was taken from Taneycomo in March 1991. Taneycomo waters are warmer, closer to Forsyth, and in its lower area are multitudes of bass, crappie and other species. Taneycomo is one of few lakes that offer your limit of trout, and then a stringer of pan fish, all in the same day, and only a few miles apart.



Anglers praise **Bull Shoals Lake** for many types of game fish, including record-size striped bass taken

Continued on Page 52

Table Rock Lake/Clevenger Cove



Red Bud Cove
Bed & Breakfast Suites

HCR-1, Box 446,
Table Rock Lake Road 65-48
(County Road 65-180)
Hollister, Missouri
65672
(417) 334-7144
For Reservations Call:
1-800-677-5525

Spend your evenings in casual elegance and begin each new day with a hearty continental breakfast, while enjoying a breathtaking lakefront view.

Spacious air conditioned guest suites, beautifully decorated and featuring:

- **king or queen size beds**
- **private bath, some with spas**
- **living room with kitchenette**
- **color TV**
- **private entrance and deck/patio**

Just relax and enjoy the scenery, or take advantage of our private dock, launch and rental boats to experience the excitement of Table Rock Lake.

Located on the Clevenger Branch of Long Creek, you will be away from the noise and congestion yet only minutes from the many Branson area attractions.

Your hosts, **Rick and Carol Carpenter,** look forward to your visit.

Table Rock Lake/165 - Dam Area

Rock View Resort

HCR 2, Box 870-C
Hollister, MO 65672
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The best of both worlds, for the fisherman and the family . . . on beautiful Table Rock Lake . . . just a gentle slope from your door. We have every amenity you would expect of a fine resort.



TRIPLE A RATED



ALPINE LODGE

LESS THAN 1 MILE FROM SILVER DOLLAR CITY

- CLEAN MODERN LAKESHORE A-FRAME COTTAGES
- 1-2-3-BEDROOM KITCHENETTES
- FULLY CARPETED • AIR-CONDITIONED • COLOR T.V.
- POOL

FISHING BOATS & MOTORS
PRIVATE BOAT DOCK
SKI BOAT & EQUIP.
GUIDE SERVICE

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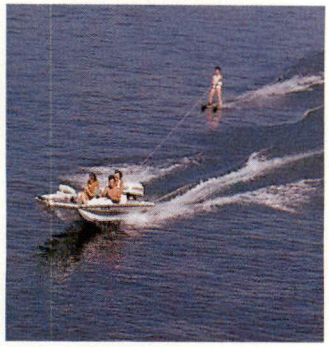
Call or Write: Jim & Dorothy Polk, HCR 1, Box 795, Indian Point, Branson, MO 65616



Lakes . . . Continued from Page 51

in the past couple of years. Bull Shoals offers much the same recreational opportunity as Table Rock Lake, only a few miles away. It is less densely developed than the Table Rock and Taneycomo areas; however, many comfortable resorts are available along its shorelines.



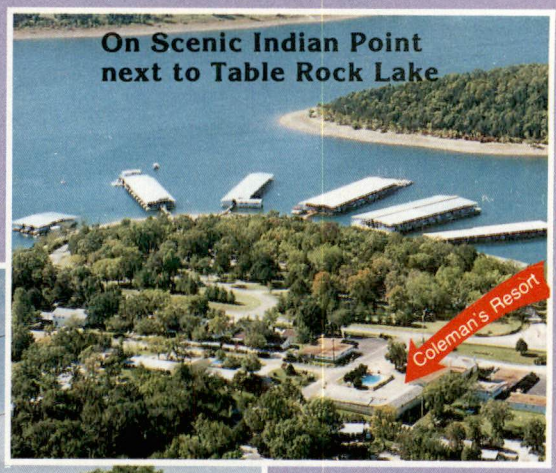
The three big lakes make water recreation an endless season in the Branson/Lakes Area. Any time of year, you can see boaters cruising the water, fishing or sightseeing. From the water is the best way to see the natural wonders of the Lakes Area, with its foliage and wild creatures and dramatic land-

Continued on Page 54

Coleman Resort

AAA FOR RESERVATIONS OR INFORMATION, PLEASE CALL: 417-338-2849
OR WRITE: HCR-1, BOX 1009 BRANSON, MO 65616

Your Friendly Hosts: Gene and Ginger Cantrell





FOR YOUR CONVENIENCE

- Pool • Swings • Grills
- Basketball • Picnic Tables
- Cable TV • Coin Laundry
- All-Electric Kitchens
- Daily Towel Service
- All Rooms Have Double Beds • Reservation Service For All Music Shows
- Guide Service • 2½ Miles From Silver Dollar City

MAKE COLEMAN RESORT HOME WHILE YOU'RE IN THE OZARKS

The Tribesman Resort
On Table Rock Lake

EXTRA! EXTRA! EXTRA!

The Tribesman Resort has been singled out by families, couples and groups for its spacious, clean and comfortable accommodations.

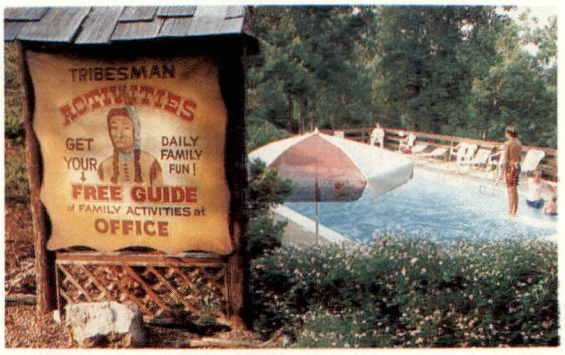
The resort has four areas each with its own special atmosphere. Units are in heavily wooded areas, or on more open level grounds as well as in a wooded glen.

Accommodations feature two, three and four bedroom two-level, two-bath Dutch Houses with full kitchens. Also one to four bedroom lodge units easily meet various family needs.

The resort has a private dock complete with kids fishing hole, paddle boats, pontoon boats, water scooter, canoes, fully equipped boats for bass and panfishing. Ski boats and jet skis are available at Indian Point dock one-quarter mile from resort. **Three swimming pools, game room, laundry rooms and country store are conveniently at hand.**



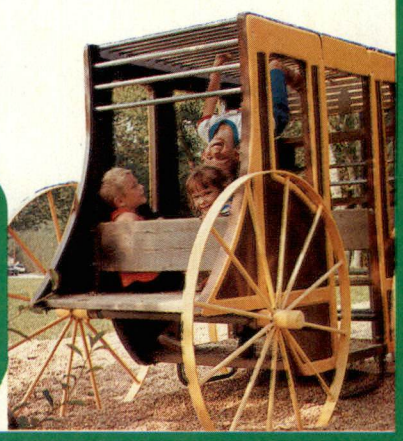
On Indian Point, Home Of Silver Dollar City®





Imaginative touches keep the kids entertained. Special daily summer activities are provided for the entire family. Meeting rooms and meals are available for fishing groups and reunions. The resort staff is friendly and helpful.

Listed by Family Circle Magazine as a "Top Family Resort."



Designed To Make Your Vacation Complete...
For Information, Write:

HCR 1, Box 1032CH, Branson, MO 65616 • (417) 338-2616

TOLL-FREE RESERVATIONS: 1-800-447-3327 (9 a.m. to 6 p.m.)

Lakes . . . Continued from Page 52

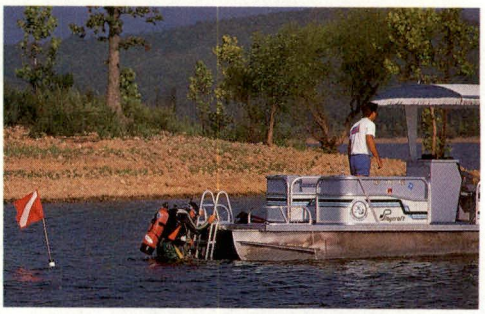
scapes.

With so much water reflecting back the clear skies and lush countryside, it's no wonder that the Branson/Lakes Area is acclaimed for its natural scenery!

Brisk temperatures in the winter months don't seem to chill the enthusiasm for lakes activities. Many comfortable lakeside resorts, marinas and public docks stay open in winter months to accommodate sporting families.

And, on the lakes, the fishing techniques may change with the seasons, but the availability of fish does not.

Shoreline activities are popular, too, and all three lakes offer camping and picnicking facilities. Table Rock, Taneycomo and Bull Shoals Lakes are easy to enjoy without ever getting your feet wet! Take a stroll along the waterfront and watch the fish leap only a few yards away. Count the many types of wild creatures and birds you will see along the lakeshore. Collect driftwood, study the wild flowers, or just sit and admire one of those sunsets that really do look like postcards from the Ozarks!



Another reason that local lakes are so popular is that they enjoy good reputations as the sites of few accidents. This is due partly to well-informed people who use the waters safely, and partly to dedicated, watchful law enforcement officers who enforce regulations. Boating and water safety information pertaining to Missouri lakes and streams and Missouri Wildlife Code information are available by contacting the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 417-334-4136.

The place to stay on beautiful Indian Point.

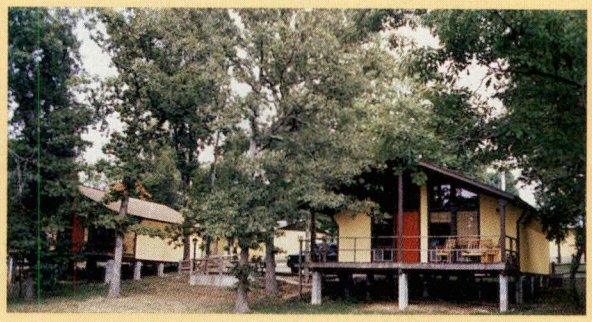


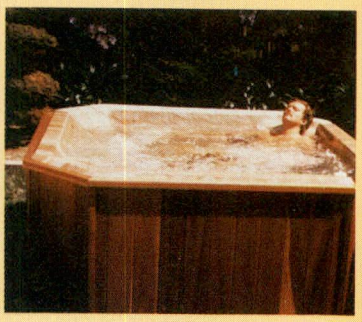
So near and yet so far! Enjoy the serenity and beauty of a park-like resort, yet only minutes from Silver Dollar City and other attractions. Accommodations are varied, including our ever popular chalets. And the amenities are just what you'd expect of a fine resort.

GOLDEN ARROW RESORT
HCR 1, Box 977-SA
Branson, MO 65616
Call: *417/338-2245*

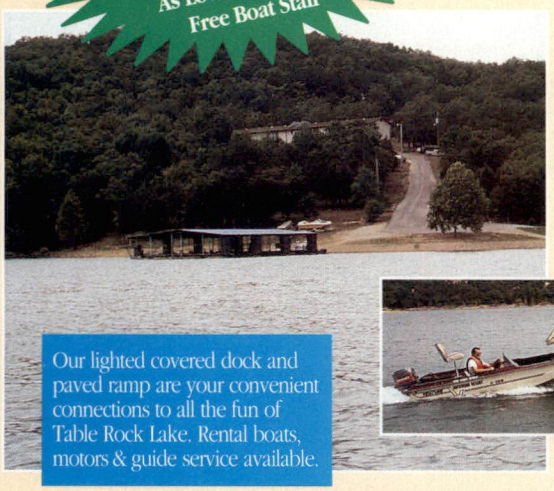








Spring Special
As Low As $32.00
Free Boat Stall



Our lighted covered dock and paved ramp are your convenient connections to all the fun of Table Rock Lake. Rental boats, motors & guide service available.

Rockwood Resort

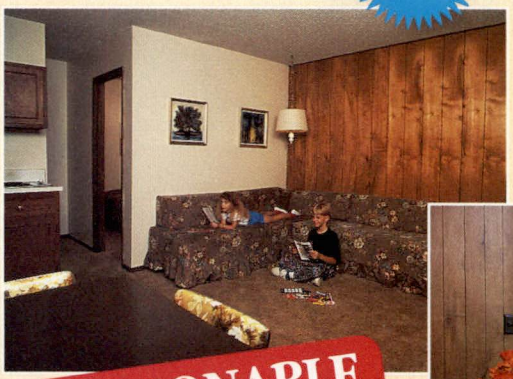
On Table Rock Lake

Only 4½ Miles From Music Shows

QUIET



A UNIT



- Cable TV-Color
- Grills & Picnic Area
- Housekeeping
- 48' x 24' Pool
- Lakeview From Your Balcony



Where Guests Become Friends

Vacations are friendlier at Rockwood Resort. That's because our clean & quiet setting offers relaxation with the convenience of being only 1½ miles from Silver Dollar City and just 4½ miles from Branson Music Shows.

All rooms are immaculately clean, fully equipped kitchenettes featuring color cable TV, A/C, a superb lakeview, and much more.

Good fishing and skiing come naturally at Rockwood Resort, plus our large pool provides hours of crystal clear fun. The kids love fishing from our dock, too.

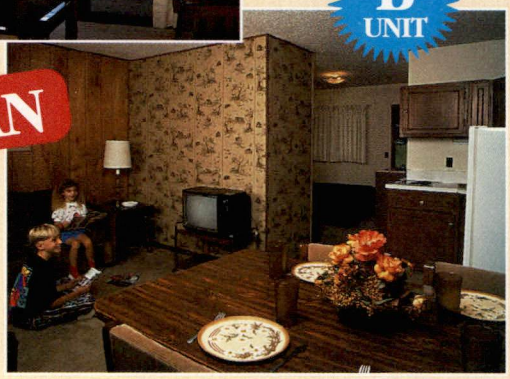
REASONABLE



Summer Fun
As Low As
$48.00

B UNIT

CLEAN



Early Fall Special
As Low As
$32.00

Only 1½ Miles From Silver Dollar City

Call or Write for Free Brochure and Seasonal Specials

SR1, Box 1162
Branson, MO 65616

417-338-2470

UNIT	A	B	C	D
March 13-May 14	$37	$40	$60	$70
May 15-Aug. 21 & Holidays	$53	$55	$75	$85
Aug. 22-Sept. 17	$37	$40	$60	$70
Sept. 18-Closing	$45	$48	$70	$80

Rates Based On 2 Persons
$5/Day For Each Additional Person

SAVE! SAVE!
Deduct $5 Per Day For Stays Of 3 Nights Or More!

Come Stay On The Lake In The Quiet And Out Of The Traffic

From Branson, take 76 West to Silver Dollar City. Turn South on Indian Point Rd. Only 1.5 Miles from Silver Dollar City.

Lakefront Resort on Table Rock Lake

Quiet and convenient! TRAIL'S END RESORT & RV PARK is located in a gently sloping, park-like setting on Indian Point. Enjoy all of the great fishing, boating and fantastic water skiing on Table Rock Lake . . . while only 2½ miles from Silver Dollar City and minutes from Branson's country music shows, attractions, shops and fine restaurants.

GREAT FISHING! TRAIL'S END offers personal service and quality facilities for serious anglers as well as family fishing outings . . .

TWO COVERED DOCKS with

- Fish cleaning tables
- Covered boat stalls
- Electric at stalls
- Personal lockers
- Concrete launch ramp
- Fishing deck
- Boats w/swivel seats
- Outboard motors
- Trolling motors
- Bass boats
- Pontoon boat
- Tackle and bait
- FREE freezer service
- Guides available

We'll provide you with a FREE lake map and current fishing information on where, when and how to catch fish. Your successful fishing trip is our concern!

Your whole family will have plenty of fun . . .

FILTERED POOL

- Diving board
- Sun deck
- Children's playground
- Swings
- Log playhouse
- Sand boat

LAKEFRONT PARK

- Level, shaded picnic area
- Lawn swings
- Horseshoes
- Volleyball
- Badminton
- Tetherball

Swim or fish off our dock's sun deck!



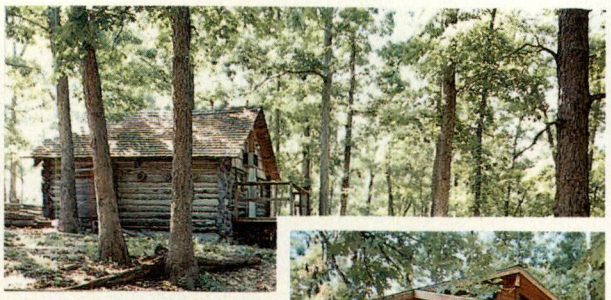


COMFORTABLE! Your accommodations at TRAIL'S END are comfortable, ultra-clean housekeeping units featuring . . .

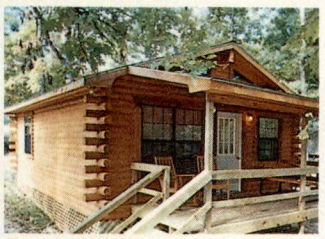
- Kitchens w/cookware, dishes and utensils
- Linens/Carpeting
- Full baths
- Cable color TV's
- Air cond. & heat
- Barbeque grills
- Picnic tables

Efficiencies, 1 & 2 bedroom units & log cabins w/kitchens & motel units are available. Resort units have decks w/lakeviews, are 75 to 110 yards from the lake and convenient to the pool. **Genuine Log Cabins** combine rustic beauty with modern comforts!



















RV PARK TOO! TRAIL'S END has one of the few RV parks that is conveniently located and offers all of the facilities of our adjacent lakefront resort . . .

FULL HOOKUP RV SITES

- Level pads
- 20, 30 & 50 amp electricity
- Water & Sewer
- Concrete patios
- Barbeque grills
- Picnic tables
- Pull thru's available

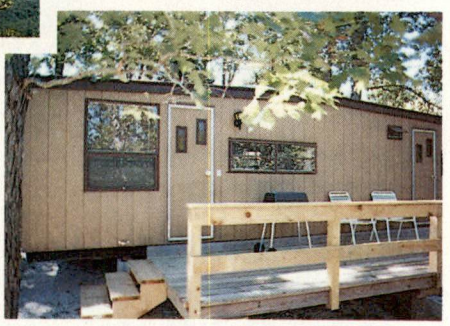
Extra Clean Showerhouse, Restrooms & Laundry

Friends can stay close by in our resort units or our RV Park Rental Units that are fully equipped and on site . . .

RV PARK RENTAL UNITS

- 1 Bedroom Park Model RV's
- 2 and 3 Bedroom Park Mobile Homes

At TRAIL'S END RESORT & RV PARK you'll receive friendly, personal service . . . it's called Ozark hospitality.



(417) 338-2633

TRAIL'S END RESORT & RV PARK
HCR 1, Box 1149SA Branson, MO 65616

INDIAN POINT LODGE

Lakefront Resort on Table Rock Lake

Secluded, yet convenient! INDIAN POINT LODGE offers you all of the great fishing, boating and fantastic water skiing on Table Rock Lake . . . while convenient to Silver Dollar City, White Water, country music shows, shops and fine restaurants. So, enjoy it all!

Fishermen return to INDIAN POINT LODGE year after year because of the special attention and quality facilities they always enjoy . . . TWO COVERED DOCKS with

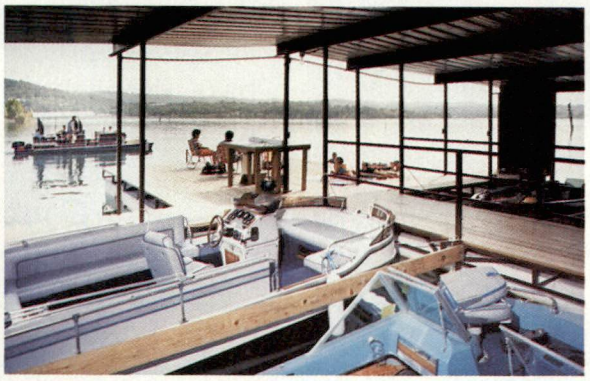
- Fish cleaning tables
- Large 18' x 20' stalls
- Electrical outlets at each stall
- FREE personal storage lockers
- Concrete launch ramp
- Boats with swivel seats
- Motors
- Bass Boats
- Pontoon boat
- Tackle and bait
- FREE freezer service
- Fishing and sun deck

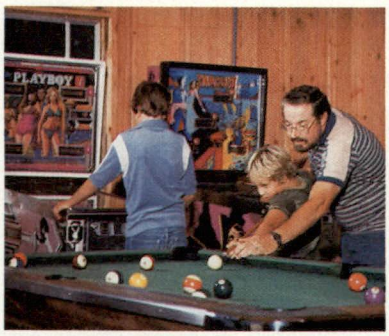
The waters surrounding INDIAN POINT LODGE consistently produce lunker largemouth, smallmouth and Kentucky bass, along with white bass, crappie, bluegill and catfish. Spring and fall are the best times to catch fish in shallow water.

We'll give you a FREE lake map and current fishing information or make arrangements for you with an experienced guide. We care about your equipment and we're dedicated to help you catch fish!



Distance from Indian Point Lodge to:	
Silver Dollar City and Marvel Cave	2½ mi.
Shepherd of the Hills Farm and Play	4 mi.
15 Country Music Shows	7 mi.
White Water	6 mi.
John the Diver School of Diving	10 mi.
Horseback Riding	3 mi.
Golf Course	10 mi.
Trout Hatchery	9 mi.
5 Restaurants, Lounges, Groceries, Gasoline	1 mi.
Protestant and Catholic Churches	3-10 mi.





DISCOUNT VACATION & FISHING PACKAGES FOR SPRING & FALL



For family fun, INDIAN POINT LODGE has all the right ingredients for perfect vacations...

FILTERED POOL
- 20' x 40'
- Diving board

RECREATION ROOM
- Pool table
- Ping pong
- Pinballs
- Video games

LAKE-SIDE PARK
- Level, shaded picnic area
- Barbeque grills
- Picnic tables
- Lawn swings
- Playgrounds
- Horseshoes
- Volley ball
- Badminton

You can also fish and swim from the docks' sun decks!







Most accommodating! All units at INDIAN POINT LODGE are ultra-clean, modern housekeeping units featuring . . .

- Kitchens
- Cooking utensils
- Linens
- Carpeting
- Full baths
- Cable color TV's
- Air conditioning
- Electric heat
- Barbeque grills
- Patios

One, two, three and four bedroom units are available. All units have lakeviews, are 50 to 100 yards from the lake and convenient to the pool.

YOUR HOSTS: GREG AND BRENDA MAYCOCK

For your fishing trip, family vacation and fall relaxation... the best Ozark vacations are waiting for you at INDIAN POINT LODGE.

FOR RESERVATIONS AND FREE COLOR BROCHURE CALL:
417/338-2250 or write: INDIAN POINT LODGE
HCR 1, Box 982SA Branson, MO 65616

FREE FISHING NEWSLETTER
Just complete and mail this coupon.

Name_____

Address_____

City_____

State_____ Zip_____

Table Rock Lake: An angler's paradise

By Rich Rodenberg

Table Rock Lake is a freshwater fisherman's paradise.

Fertile waters teaming with an assortment of America's top sportfish make Table Rock the ideal spot for the novice and serious fisherman alike.

Year after year, anglers from across the country converge on Table Rock Lake to experience some of the finest bass fishing in North America. Deep channels, diverse underwater structure, and an immense forage base sustain rapid growth rates for thelake's burgeoning bass population. Vast numbers of largemouth, smallmouth and Kentucky bass infest Table Rock's 745 miles of shoreline. The spring months are considered the best time for bass fishing; however, summer and fall yield excellent catches, too.



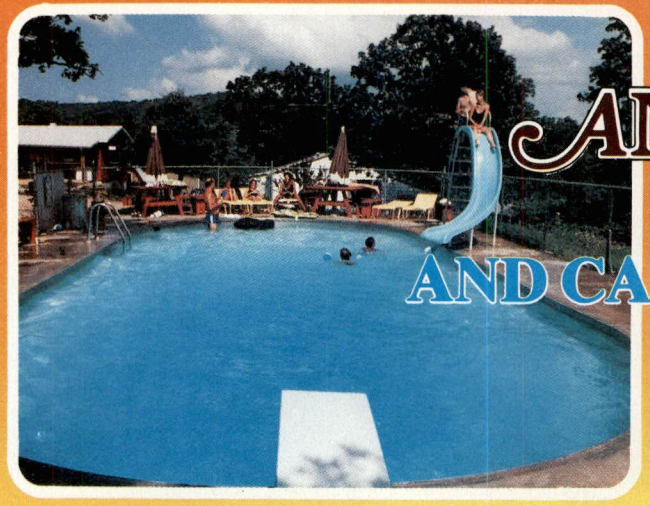
•Spring — Excellent for all species of bass and panfish including crappie.

•Summer — Excellent for Kentucky bass, bluegill and catfish.

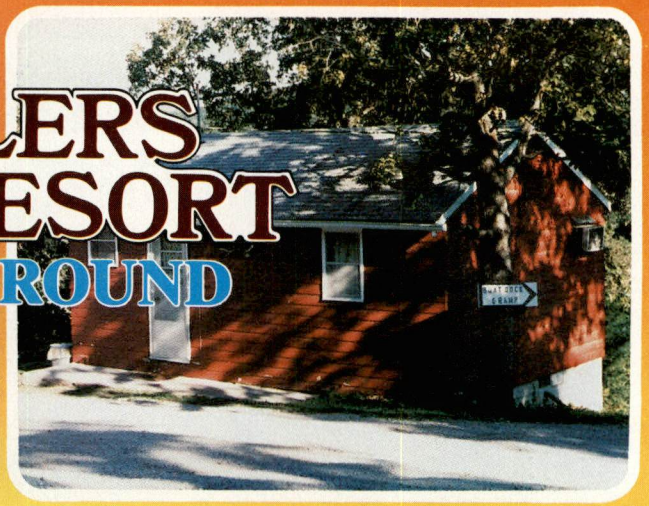


•Fall — Very good for all species of bass. Excellent for bluegill. Good for crappie late in the fall.

Continued on Page 60



ANTLERS RESORT AND CAMPGROUND



Indian Point Area *On Table Rock Lake*

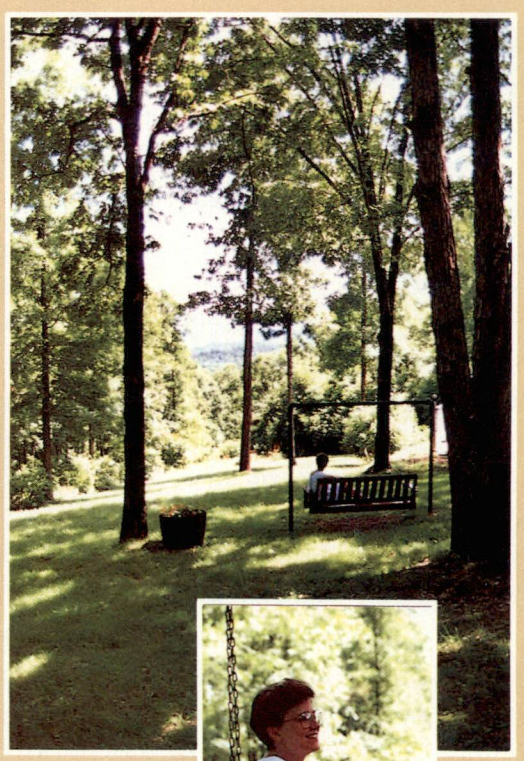
ONE MILE TO SILVER DOLLAR CITY

BOB & BARB JOHNSON
HCR1 BOX 858 NB
BRANSON, MO 65616
(417) 338-2331

MODERN 1, 2 & 3 BEDROOM HOUSEKEEPING COTTAGES & LODGE UNITS - ALL WITH KITCHENETTES - COLOR TV - AIR CONDITIONING
CAMPGROUND WITH WATER - SEWER - ELECTRIC
RECREATION ROOM - SWIMMING POOL WITH SLIDE - BARBEQUE GRILLS
LIGHTED 22 SLIP COVERED DOCK - LAUNCHING RAMP
RENTAL BOATS & MOTORS - PONTOON AND SKI BOAT RENTALS
LICENSES - BAIT - TACKLE - GUIDES - FISHERMAN PACKAGE
SPRING & FALL - OPEN ALL YEAR

UNCLE JOHN'S INN



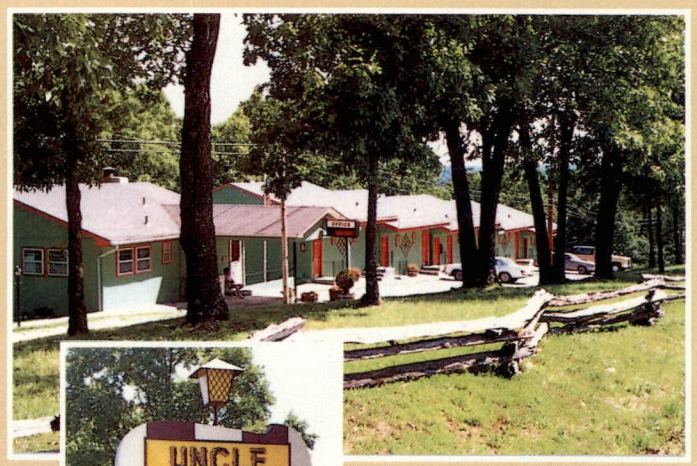


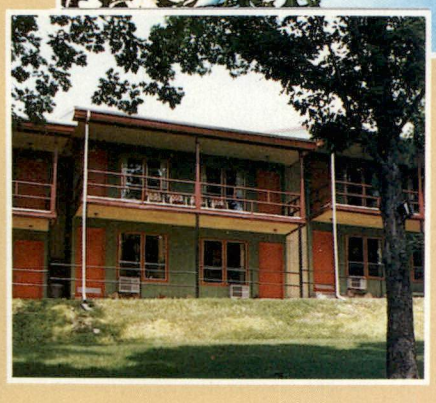


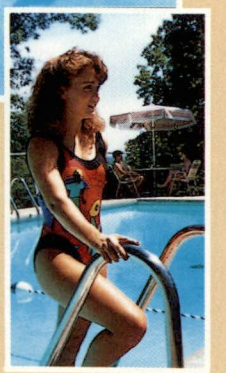


On scenic Indian Point, Uncle John's Inn enhances the environment by being beautifully maintained. The park-like grounds are for your tranquil enjoyment, and daily maid service is for your comfort. Large, tasteful rooms have two double beds • Carpeted • Color TV • Air Conditioned • Electric heat • Balconies • Picnic area • Grills • Filtered pool • And hosts who care • So, come and prepare to be pampered, but no pets please.











Your hosts, Lyle and Dorothy Price, invite you to share the beauty, serenity and seclusion of their top-rated inn . . . delightfully peaceful, yet within walking distance to Silver Dollar City.

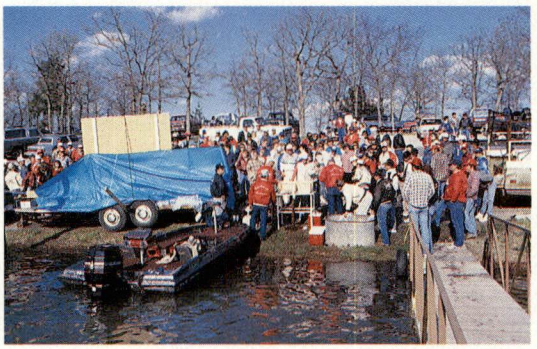
UNCLE JOHN'S INN
HCR 1, Box 833-SA
Branson, MO 65616
417/338-2820

Table Rock . . . Continued from Page 58

•Winter— Fair to good for all species of bass during periods of warm weather. Good for all species of panfish. Best months are December and February.

Crappie and bluegill get "real big, real fast," just like the bass on Table Rock Lake. Anglers commonly boast bountiful stringers of slab crappie, some in excess of 15 inches, during the spring and fall months. Bluegill as big as your hand are widely dispersed across the lake. They offer great family fun whether fishing from a boat, a dock or from the lake's endless shoreline. Expansive schools of white bass make their annual spawning run each spring to the upper reaches of the main tributaries. They return to the main lake in May, herding schools of shad and providing some great topwater action. Catfish of all sizes cruise the shallows at night in search of food. They can be caught on rod and reel or trotline.

Few lakes in the country compare to Table Rock Lake's quality year-around bass fishing. Anglers can look forward to days filled with fast-paced fish catching action, as well as the chance to land the trophy of a lifetime.



Want to hear how they're biting?
Call the FISHING HOTLINE -
417-334-6537

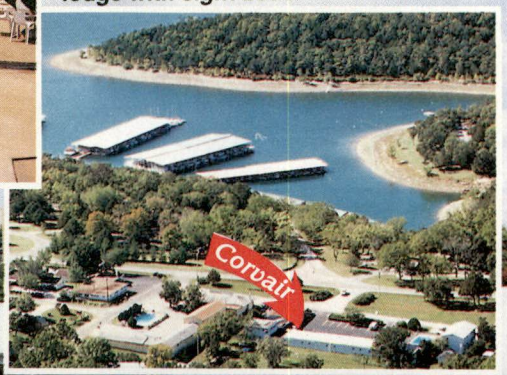
PLEASE CALL OR WRITE FOR RESERVATIONS OR FOR FULL COLOR BROCHURE WITH RATES

AAA Corvair RESORT

HCR 1 Box 1006S
Branson, Mo. 65616
(417) 338-2231



Our buildings, grounds, pool, and rooms are all EXCEPTIONALLY neat and clean. We offer motel rooms, one-room kitchenettes, two-bedroom units with living room and full kitchen, and a lodge with eight beds.



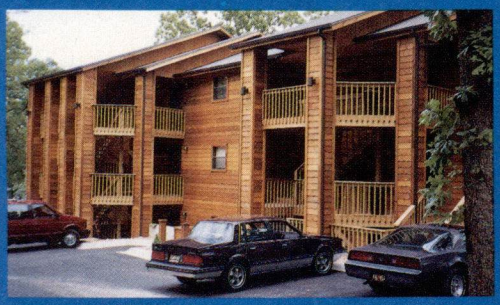
All units have refrigerators, heat and air conditioning, and color cable TV. Our units with kitchens are fully equipped including microwaves. We have charcoal grills, picnic tables, playground equipment, large pool with diving board and slide, large level paved parking lot, porch swings, and rocking chairs.

TWO AND ONE-HALF MILES FROM SILVER DOLLAR CITY

We are near the lake and Silver Dollar City in a quiet and peaceful setting just minutes from all area attractions.

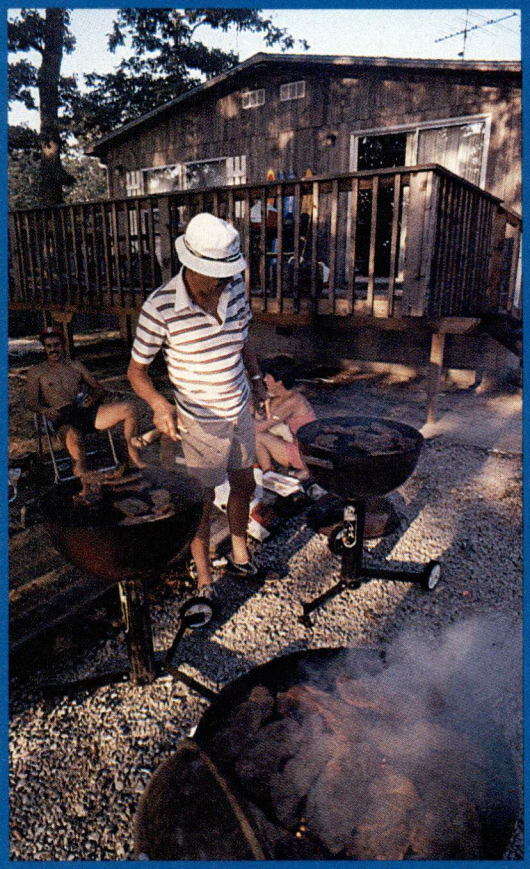
ALL OF OUR UNITS ARE AAA INSPECTED AND APPROVED.

Two great resorts give you all of the Ozarks and Table Rock Lake!











Still Waters and Winged Eagle — two great resorts on scenic Indian Point overlooking Table Rock Lake — provide everything for your **perfect vacation!**

We're a great place for family reunions, fishing, your honeymoon and meeting new friends. While we're off the beaten path, **Still Waters and Winged Eagle** are only minutes away from all the Ozarks has to offer — Silver Dollar City, country music shows, outdoor dramas, arts and crafts and fine restaurants.

On the lake, we have everything you need — ski boats, fishing boats, pontoon boats, and water skis — available for rent. Paddle boats are **FREE!**

We have new covered boat docks with wide padded stalls, electricity, bait and fishing licenses. We also can put you in touch with the top professional fishing guides on Table Rock Lake!

Enjoy the swimming pools, swimming decks, beach, tennis, paddle boats, and recreation of both resorts. **Still Waters and Winged Eagle** have a wide range of spacious 1-to-4 bedroom housekeeping cottages and condominiums. Included here is a portion of all that both resorts offer.

Please call us direct today for a brochure, price information and reservations. We'll answer all your questions so that nothing is missing. The **personal attention you get** at our resorts makes a difference!

Still Waters and Winged Eagle Resorts. Located west of Branson on Indian Point Road (76-60), 2 miles south of Silver Dollar City, paved roads lead to both resorts.

Sincerely,
The Battaglias

Discover our new 1-4 bedroom condo's with hot tubs.

Our personal attention makes perfect vacations happen for you! Please call us direct for reservations.

Still Waters Resort

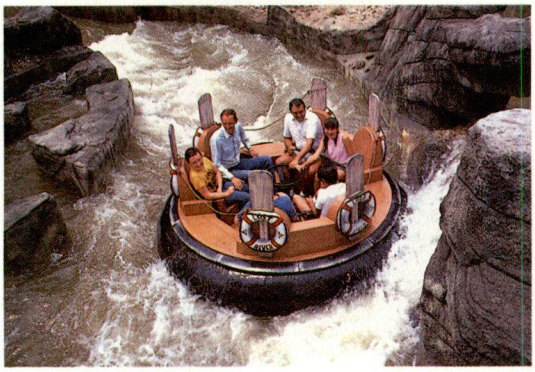
HCR 1, BOX 958
BRANSON, MO 65616
417 338-2323

Winged Eagle Resort

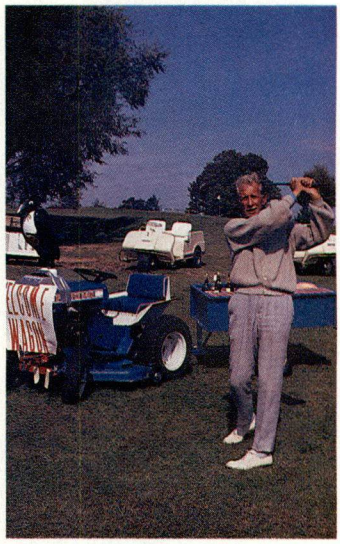
HCR 1, BOX 928
BRANSON, MO 65616
417 338-2314

Fun . . . Continued from Page 34

resident crafters preserve the old-time ways of making things. In historic Hollister just across Lake Taneycomo from Branson, Tudor-style architecture provides an appropriate setting for several antique shops. And at locations all over the Branson/Lakes Area, flea markets offer collectibles by the thousands.

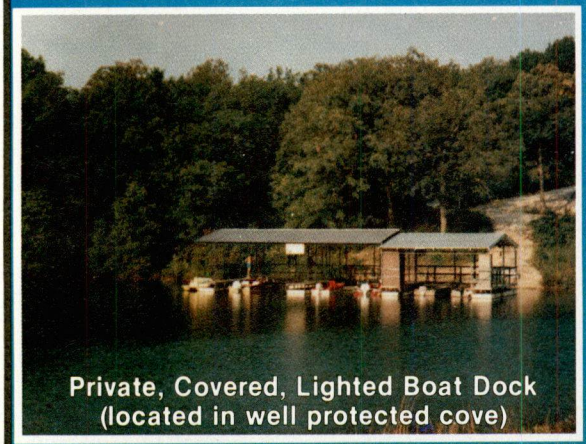


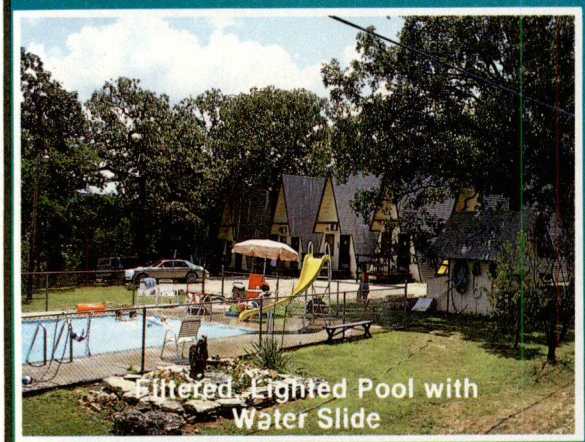
Lake activities, music shows, theme parks and shopping are only a few of the attractions. At Waltzing Waters, you can treat yourself to a description-defying colorful show of fountains set to music. Or you can ride the "Ducks" — World War II amphibious vehicles that take you on a scenic tour over land and into the waters of Table Rock Lake. You can take a restful cruise on Lake Taneycomo aboard the Lake Queen paddlewheeler, or a captivating ride on the Sammy Lane Pirate Cruise.



White Water, a theme park with a tropical atmosphere, offers a large wave pool or "lazy river" for relaxation, and several faster, wetter rides for the more adventurous visitor.

Continued on Page 64


Private, Covered, Lighted Boat Dock
(located in well protected cove)


Filtered, Lighted Pool with Water Slide

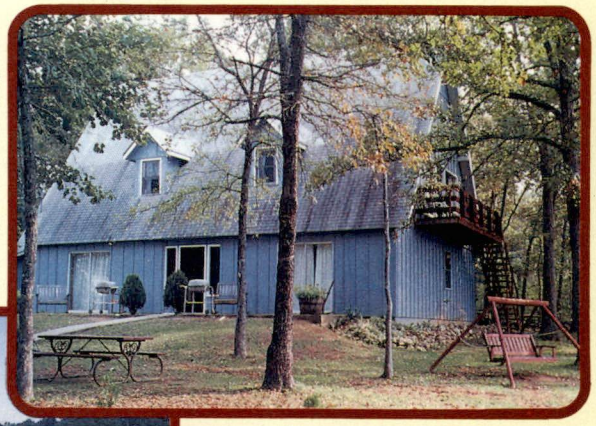
Happy Valley Lodge

PHONE
417/338-2342
BRENTON & BECKY TUCKER
HCR 1, BOX 849 CB
BRANSON, MO 65616
PONTOON, FISHING AND SKI BOAT RENTALS
GROCERIES
AIR CONDITIONED
COLOR TV
EXTRA CLEAN
1,2,3 & 4 BEDROOM/
1,2 & 3 BATH
KITCHENETTE UNITS
LAUNDROMAT


On Table Rock Lake
1 mile from Silver Dollar City



LOCATED ON TABLE ROCK LAKE We have Boats & Motors, Launch Ramp, Boat Dock, Fishing and 20 x 40 Pool



INDIVIDUAL LAKEFRONT COTTAGES 1, 2, & 3 Bedroom Kitchenettes with 1 or 2 Baths.

INDIAN TRAILS RESORT

HCR 1, BOX 999SD
BRANSON, MO 65616
417-338-2327

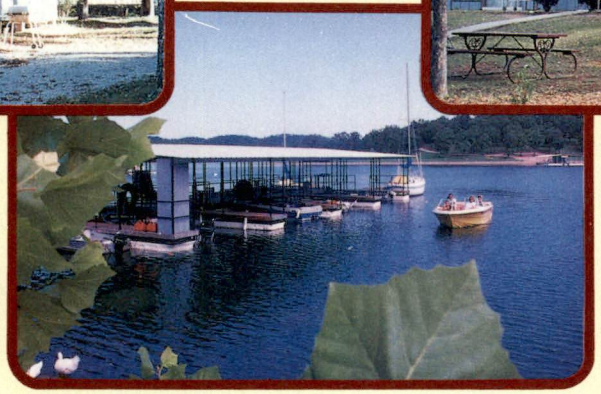


TABLE ROCK LAKE

4-PLEX One large building that contains 4 separate units, each with 2 bedrooms, 1 bath, a kitchen/living room, patio or deck and separate outside entrance.

LAKEFRONT

TWO QUALITY RESORTS ON INDIAN POINT TO SERVE YOU

We invite you to enjoy your OZARK MOUNTAIN COUNTRY vacation at either of our fine facilities. Each resort features swimming pools, playgrounds, picnic tables, shuffleboard, horseshoes, and clean, modern housekeeping units with fully equipped kitchens, bathrooms, towels and linens, carpeting, heat and air conditioning, color TV, and BBQ grills. Both are conveniently located to restaurants (½mi.), SILVER DOLLAR CITY (2½ mi.), SHEPHERD OF THE HILLS FARM (6 mi.), WHITEWATER (8 mi.), music shows (10 mi.), and other OZARK attractions. Call for **RESERVATIONS** or **FREE COLOR BROCHURE.** We look forward to making your next fishing trip or family vacation the best ever! **DAVE & BARB MAYCOCK**

LAKEVIEW

SILVER DOLLAR CITY

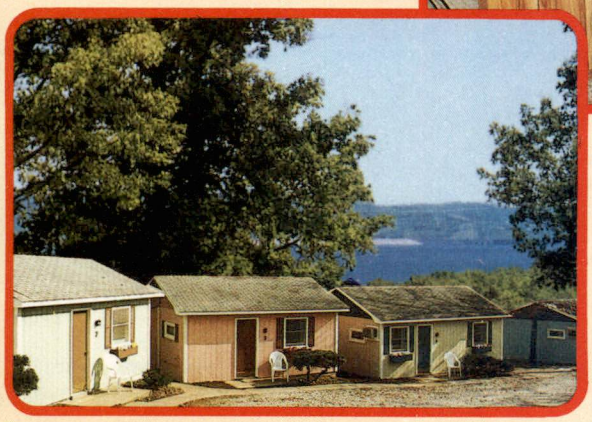


RED EAGLE RESORT

HCR 1, BOX 996SD
BRANSON, MO 65616
417-338-2227

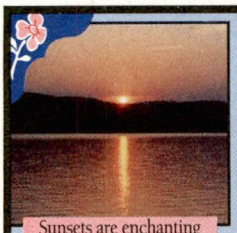
20 x 40 POOL with Diving and Sliding boards, lounge chairs, patio and filtered KIDDIE POOL

INDIVIDUAL COTTAGES 1, 2, & 3 Bedroom Kitchenettes, Duplex Units, and also 1 room individual HONEYMOON COTTAGES



OVERLOOKING TABLE ROCK LAKE We have a beautiful view and just ½ mi. from the lake's largest full service marina INDIAN POINT BOAT DOCK





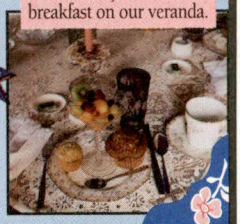
The Peaceful Getaway

Sunsets are enchanting from our veranda.

Josie's BED & BREAKFAST

❖Contemporary style with a touch of lace & stain glass ❖Fresh-cut flowers❖Huge stone fireplace and cathedral ceiling❖3 rooms: A/C, private baths❖Near marina

You'll always remember breakfast on our veranda.



❖5 min. to Silver Dollar City ❖Just steps to Table Rock Lake❖Honeymoon suite with whirlpool for two, private entrance, kitchenette, fireplace.

Full/Continental Breakfast

1-800-289-4125 (417) 338-2978

Indian Pt. Rd❖HCR 1, Box 1104, Branson, MO 65616

CROW'S NEST

Resort & Lodge on Table Rock Lake

AAA

Silver Dollar City's Nearest Resort

Yet Quiet And Beautifully Located.

Stay just minutes from all the attractions–then escape to a quiet wooded setting on the lake • Pool • Boat Dock Roomy Housekeeping Cottages



417-338-2524 HCR 1, 792SA, Branson, MO 65616 Your Hosts: Ron & Jinna Brander

Fun . . . Continued from Page 62

Go-carts, bumper cars, amusement park rides and other youthful activities abound for family fun. Browse through a museum, watch wine makers at work, climb into a helicopter for a bird's eye view of the scenery, or play a round or two of mini-golf. For that matter, play a round or two of the real thing on one of five golf courses in the area.

Outdoors and indoors, day and night — it's more fun than you can have in just one trip. That's why people keep coming back to the Branson/Lakes Area, again and again.



Traveling with a pet?
Call the Branson/Lakes Area Chamber of Commerce for a list of lodgings - 417-334-4136.



Artilla Cove Resort

ON TABLE ROCK LAKE . . . 1½ MILES FROM SILVER DOLLAR CITY

Lovely 1-2-3 bedroom kitchenettes • A-frames and cabins overlooking the lake • Heat & air conditioned • Cable Color TV • Grills • Pool • Laundromat • Playground • Boat and motor rentals • Covered dock • Launch ramp • Bait • Credit Cards

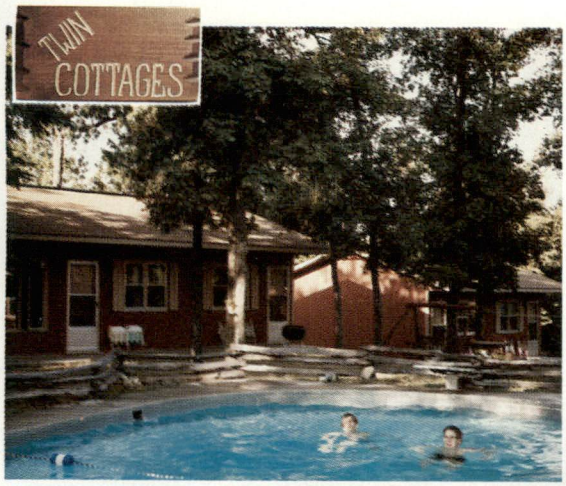
AAA

Call or Write:
Earl and Eileen Hartley
HCR 1, Box 839 M • Branson, MO 65616
Telephone: 417/338-2346

Schmueser's FOXFIRE Resort

"Your out of the way place right in the middle of everything!"

Less than a mile from Silver Dollar City and just minutes from other attractions





The comfortable ▶ interior of one of our poolside twin cottages.

Call for reservations 8:00 AM to 9:00 PM daily.

Why stay in one room? . . . when you can have fully carpeted two room kitchenettes with every convenience and comfort . . . cable TV, air conditioned, microwaves, tub/shower. All are poolside, secluded in the woods with magnificent mountain and lake views. Also, three bedroom homes with full kitchens, fireplaces and decks overlooking the lake . . . one with two baths, and one with three baths. In consideration of others, no pets please.



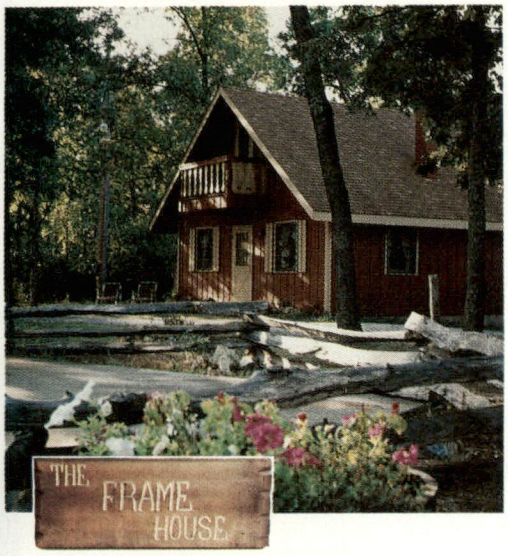


March 26 - May 10 Special:
Stay 4 nights, 5th night FREE.

▲ Just relaxing in "Our Place in the Woods".



▲ You'll enjoy the tasteful decor in the "Frame House".



1992 RATE SCHEDULE	Spring Specials March 26 - May 21	In Season May 22 - Aug. 22	Foxfire Specials Aug. 23 - Sept. 17 (Except Labor Day Weekend)	Craft Festival Special Sept. 18 - Nov. 1
Twin Cottages	$37.00	$50.00	$37.00	$42.00 (Weekends: $50.00)
The Frame House	$80.00	$95.00	$80.00	$95.00
Our Place In The Woods	$100.00	$115.00	$100.00	$115.00

Above rates are for two people $6.00 each additional person Port-A-Cribs Free

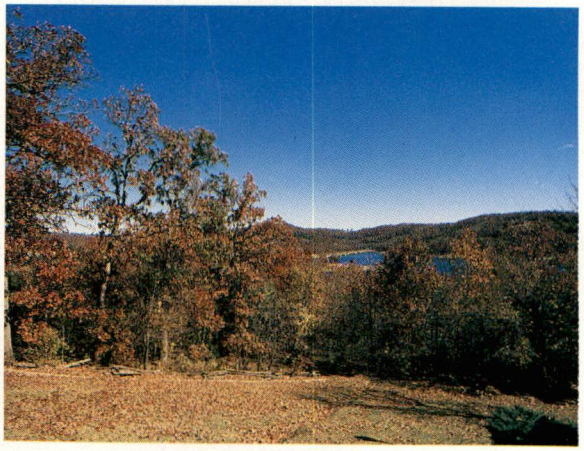
Jack and Karen Schmueser
HCR 1, Box 794 Branson, MO 65616
Phone: 417/338-2119

Outdoors . . . Continued from Page 43

they don't go home disappointed. Hunting seasons are established each year by the Missouri Department of Conservation, and information on specific seasons, regulations and hunter safety is available through the Branson/Lakes Area Chamber of Commerce.

Good fishing is a "given" in the Lakes Area — trout, bass, crappie and other panfish are a leading reason to visit. Anglers will find a wealth of game fish all year long, as described in other articles in this magazine.

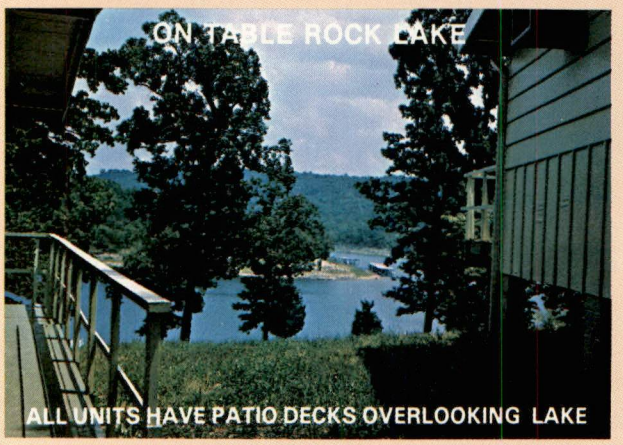
Spelunking, or cave exploring, is an unusual opportunity the Lakes Area offers. The rough land of ledge-rock and "balds" holds some of its natural treasure underground in caves. Marvel Cave at Silver Dollar City, Talking Rocks Cavern near Kimberling City, and Fantastic Caverns near Springfield are featured attractions with guided tours for visitors. Many other caves are not open to the public, but can be explored by contacting local cave experts and land owners for permission and guidance. (The Branson/Lakes Area Chamber can provide names of local spelunkers for assistance.)



For people who prefer seeing the outdoors from the comfort of their automobiles, all numbered highways offer scenic vistas of the Ozarks.

Continued on Page 68





WHITE WING RESORT...

THE TRANQUIL ONE

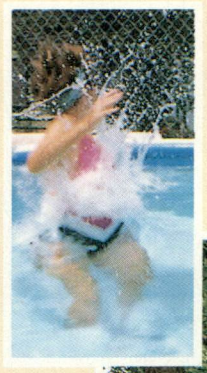
Modern 1 and 2 bedroom kitchenettes • A/C • Cable TV • Electric heat • Swim pool/baby pool • Rec room • Grocery store • Playground • Covered lighted dock • Boats • Motors • Launch ramp • Gas/oil • Tackle • Bait • Paved road • On Table Rock Lake • And only a mile and a half from Silver Dollar City.

YOUR HOSTS
RON & JAN THOMAS
S.R. 1 BOX 840CB
BRANSON, MO
65616
(417) 338-2318

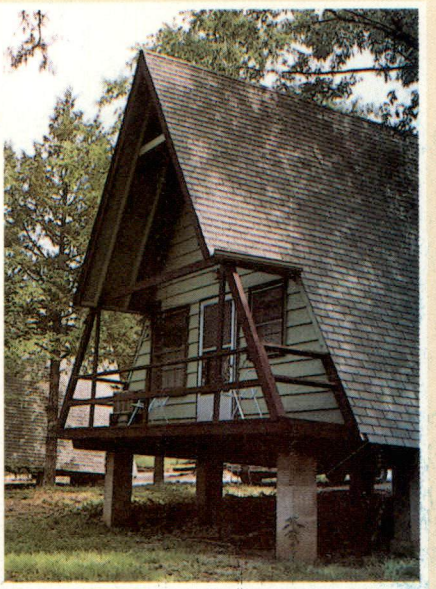
AAA

Bavarian Village Resort

A delightful resort of fun, fishing and A-frame cottages on beautiful Table Rock Lake.





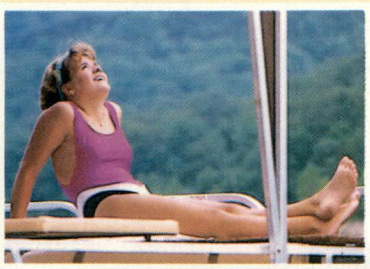




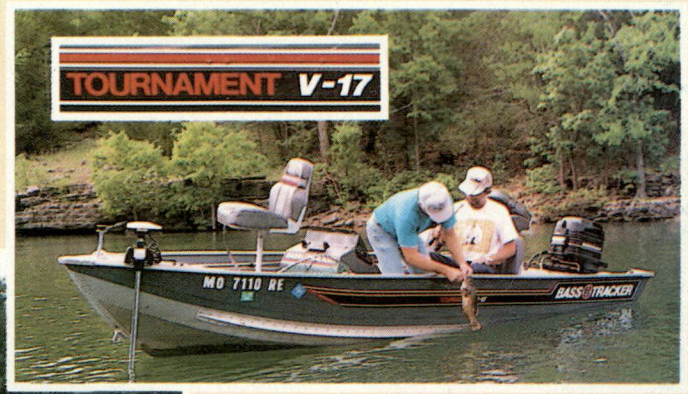


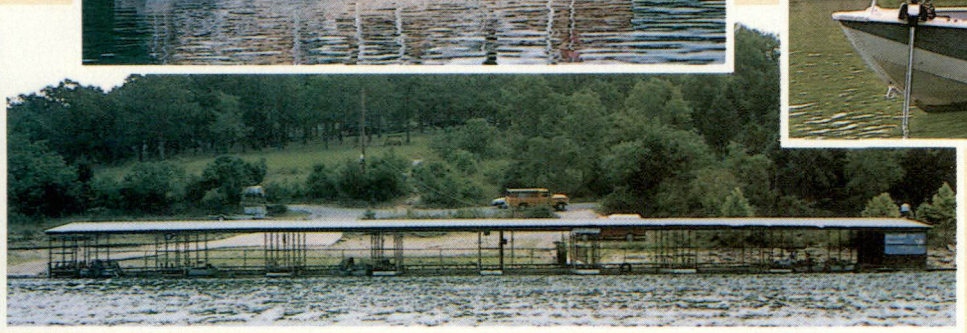


Wholesome family fun, beautiful views and great fishing are yours to enjoy at Bavarian Village. Every comfort and convenience are provided . . . and only a mile and a half from Silver Dollar City.









Bavarian Village Resort

Where our rates are *really* affordable.

Charlie and Kay Douglass, your hosts

HCR 1, Box 797-SA • Branson, MO 65616

417/338-2517

Outdoors . . . Continued from Page 66

Springtime motorists can view hillsides covered with dogwood and red bud against the always dark green cedars. And in the autumn, the Branson/Lakes Area presents an unofficial but always rewarding "flaming fall revue" of colorful changing leaves. Autumn is a spectacular time to view the Ozarks scenery, and a perennially popular time to visit.



Millions of visitors have already discovered the attractions of summer scenery in the Branson/Lakes Area, and the winter season is rapidly growing in popularity during the Ozark Mountain Christmas season.

During the holiday season, the emphasis is on nighttime scenery as the "Festival of Lights" turns the landscape into a glistening display. The Branson/Lakes Area is lit with millions of twinkling lights in major displays, themed "signature" lighting in several communities, and edge-lighted buildings and structures throughout the area. It offers many miles of evening enjoyment in what promises to become the largest winter attraction in the Midwest.

THE CLOSEST RESORT TO THE LAKE

- Lighted Dock
- Concrete Boat Ramp
- Boats - Motors
- BBQ Grills
- Cable TV
- Screened Porches
- Pool
- Swim Dock
- Playground
- Game Room
- Air Conditioned

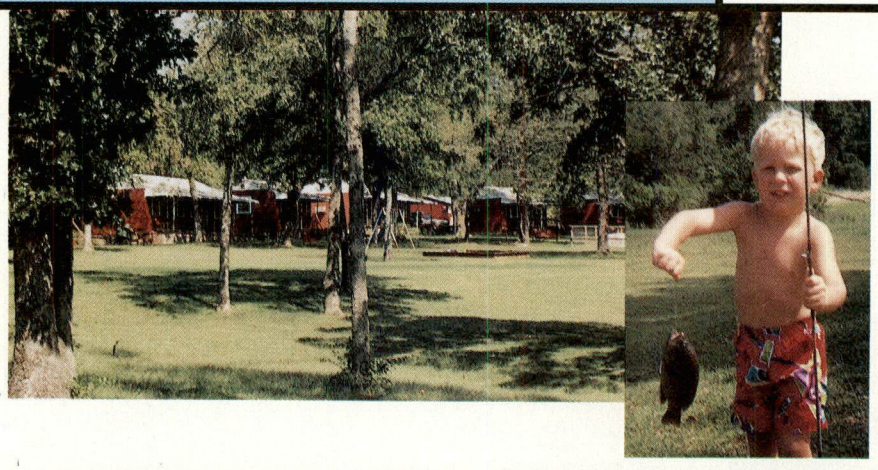


Gobbler's Mountain Resort

Great Resort For Fishermen or The Entire Family

Individual lakefront cabins with all-electric kitchens located in a beautiful wooded setting only minutes from Silver Dollar City.

HCR-4, Box 1372 • Reeds Spring, MO 65737 • (417) 338-2304



SHORE Acres RESORT

1 & 2 bedroom kitchenette cottages, A/C, TV, 20x40 Pool, Covered Lighted Dock. Game Room, Boat/Motor Rental. Children's Fishing Pond. Over 6 acres of parklike grounds on Table Rock Lake.

HOSTS: PAT & ROSANNE McEVOY
Route 4, Box 2010, Reeds Spring, MO 65737
(417) 338-2351*

*A Branson West Exchange



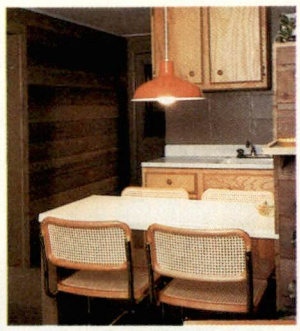
SPLITRAIL RESORT

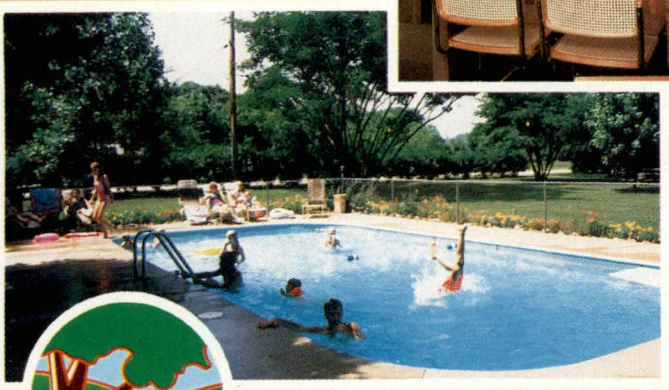
Away from the hustle and bustle...beautiful secluded area, surrounded by Table Rock Lake and the Ozark Mountains! Individual, two bedroom cabins nestled in the woods. Each cabin has its own large sundeck overlooking the lake. Central air and heat. Covered boat dock, boats and motors. Fish, swim, relax...or just enjoy our birds and wildlife.

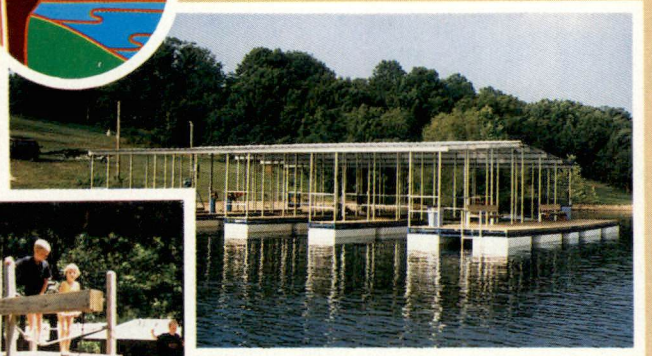
Francis and Patt Gongaware HCR 4, Box 3580 Hwy. DD
417/338-2350 Reeds Spring, MO 65737

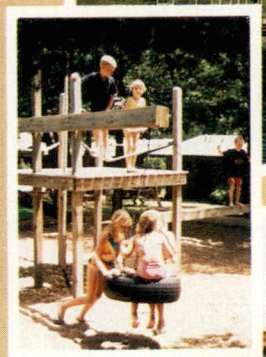
Green Valley RESORT

Enjoy the water activities and great fishing in the clear waters of beautiful Table Rock Lake . . . and the fun things to do in our park-like surroundings. Our housekeeping cabins are open year 'round, so be sure to ask about our spring fishing specials.









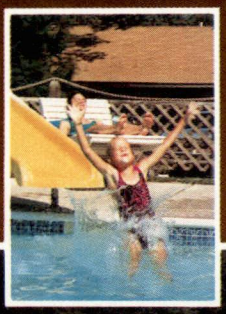


Green Valley RESORT

HCR 4, Box 3470
Reeds Spring, MO 65737
417/338-2241

Bar M Resort

and Campground on beautiful Table Rock Lake.



Something for everyone . . . luxury lakefront units, real log lodges, delightful cabins in the woods, or full hook-up camping. Immaculate accommodations with every amenity, on ten acres of unspoiled nature . . . great fishing, and all at affordable rates. Come, and enjoy . . . year 'round!







Good Sampark

Bar M Resort and Campground

HCR 4, Box 2990
Reeds Spring, MO 65737
417/338-2593

15% DISCOUNT . . .

On all CAMPING stays at any time of year! Discount not valid through any reservation service, nor with any other discounts or coupons.

COUPON EXPIRES
DECEMBER 31, 1992

A vacationer's dream: Living in the Ozarks

Where can you find a community that offers all the scenic beauty of hills and lakes, all the conveniences, services and activities of a progressive small city, and so much entertainment that millions of people visit each year?

In Ozark Mountain Country. Or, more specifically, in the Branson/Lakes Area.

More and more people ages 55 and older are choosing the Branson/Lakes Area for a retirement community or the site of a second career. It's ideally suited for active mature adults, many of whom discovered the area on vacation and returned to make it their home.

The Branson/Lakes Area's characteristics are of contrasts — it represents different qualities to different people. City people like its coun-



FISHERMEN'S LUCK RESORT

ON TABLE ROCK LAKE
12 LAKEFRONT COTTAGES WHERE AUNTS CREEK & JAMES RIVER MERGE

2, 3 & 4 PRIVATE BEDROOM CABINS FULLY CARPETED WITH COLOR TV & MICROWAVE

AIR CONDITIONED HOUSEKEEPING COTTAGES AT WATERS EDGE

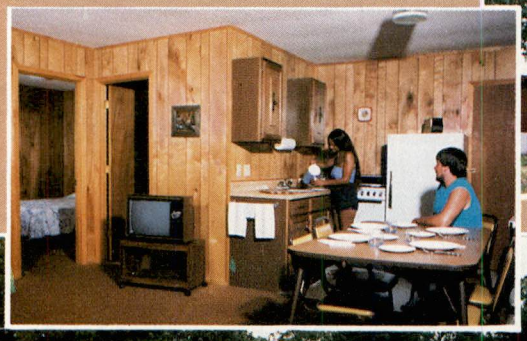
GAME ROOM - POOL - COVERED DOCK CONCRETE LAUNCH RAMP - BOATS, MOTORS - COMPLETE FACILITIES

FISHING - WATER SKIING - BOATING RV PARK

TIM & DEE TINNES
RT. 5, BOX 346BC
REEDS SPRING, MO 65737
417/739-4485
1/800/533-3930

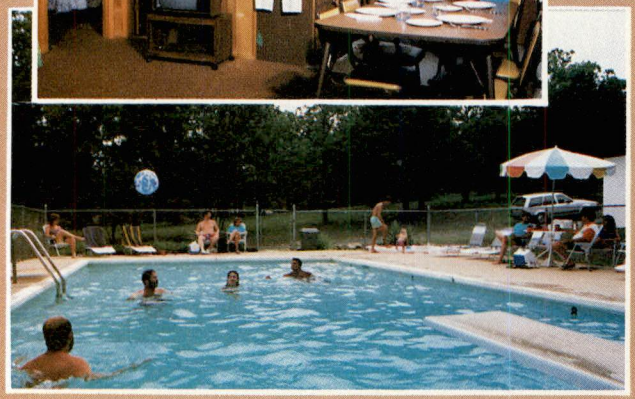
Crest Lodge Resort

. . . at Aunts Creek on the James River Arm of beautiful Table Rock Lake. Everything you could wish for is right here. Great fishing in our no-wake cove, especially in the spring and fall.













A family fun dock • Immaculate cottages • Game room • Shuffle board • Weber grills • Crystal clear pool • Great bass fishing • Concrete launch ramp • And much more!
Star Route 5, Box 348-SA • Reeds Spring, MO 65737
417/739-4456

try atmosphere and the friendliness that goes hand-in-hand with the unpretentious lifestyle. And country people like its brightness and energy, which are all the brighter for the nearby untouched countryside.

About 35 percent of the Lakes Area population is 55 years or older. That's a large proportion, and it's growing. There must be good reasons why these older adults are drawn to the Branson/Lakes Area.

They like the reasonable cost of living here. Taxes are relatively low, because much of the cost of roads, water and sewer systems and other "infrastructure" projects is paid by sales tax revenue derived from tourism.

Housing costs are lower than in large cities, with houses of all sizes, apartments and condominiums available. Neighborhoods are "neighborly," and there is plenty of space for

Continued on Page 72

OAK HILL RESORT

ON TABLE ROCK LAKE
James River Arm • Aunts Creek Area
Phone (417) 739-4566
HCR 5, Box 520B
Reeds Spring, MO 65737



Fully equipped individual housekeeping cottages—from a two person unit to the four bedroom/two bath units that sleep up to 14. A/C, color TV, picnic tables, grills.

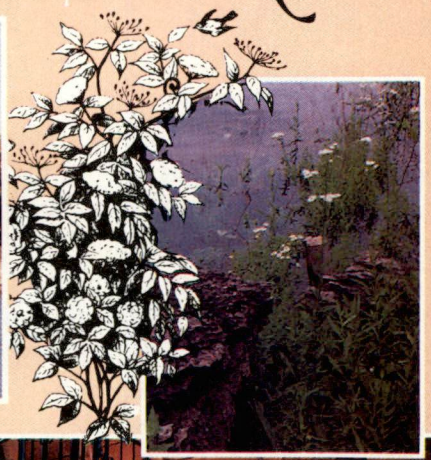
Pool • Game Room • Covered & Lighted Dock • Concrete Launch Ramp • Boats & Motors

The ideal retreat on the lake, yet within minutes of Silver Dollar City, music shows and other attractions.

EDGEWATER VILLA Resort









Great bass fishing and family fun are a stone's throw from your cabin door. Delightful A-frames with loft bedrooms provide every convenience and comfort. Join us on beautiful Table Rock Lake!

Kimberling City Area
HCR 5, Box 314 SA
Reeds Spring, MO 65737
417/739-4585



Living here . . . Continued from Page 71

people who prefer lots of land around them.

"Year-around living" is another attraction. The Branson/Lakes Area has four seasons — fresh springs, warm summers, colorful autumns, and mild winters. There's no need to go south for the winter — even the Canada geese stay all year! January, traditionally the coldest month, ranges from 42 degrees to 21 degrees on an average day. And in July, the hottest month, the high temperature is 89 degrees, cooling to 66 degrees on an average day. Rainfall is plentiful with an annual average of 43 inches.

People who are technically retired but just can't slow down will find the Branson/Lakes Area an ideal place to begin a second career, or to work part-time, or to volunteer their time.

In this lively fast-growing tourism area, jobs are plentiful and varied. Many are seasonal, although the tourism season for many businesses stretches from March through December.



AUNTS CREEK RESORT

At Point #10 where Aunts Creek Meets the James River

• 2-3-4 Bedroom units on the lake
• Complete Housekeeping Units, TV's, A/C
• Picnic Tables • BBQ Grills • Gentle Slope
• Pool with Kiddie Pool • Concrete Launch Ramp
• Lighted Parking • Covered & Lighted Boat Dock
• Pontoon Boat • Boats & Motors • Gas • Oil • Guides
• Groceries • Licenses • Open All Year • Good Roads

Special Rates
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Aunts Creek Resort
Hang Out
TABLE ROCK LAKE

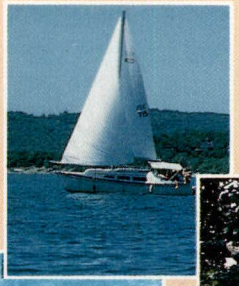
Lucky"13"Resort



...is right at the water's edge on beautiful Table Rock Lake. It has a quiet, relaxed atmosphere, away from all the traffic, yet has quick and easy access to all the area attractions. And another plus...there is never a mosquito.

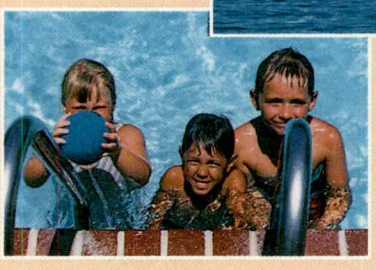
· Large modern cabins with 1 to 5 bedrooms · All spotlessly clean · Air conditioned · Color TV · Queen beds · Decks with lake views · Clear, filtered pool · Game room · Playground · Pontoon, bass and ski boat rentals · Dock with launch ramp · Gasoline dock · And great fishing!





417/739-4414
Route 5, Box 615
Reeds Spring,
Missouri 65737

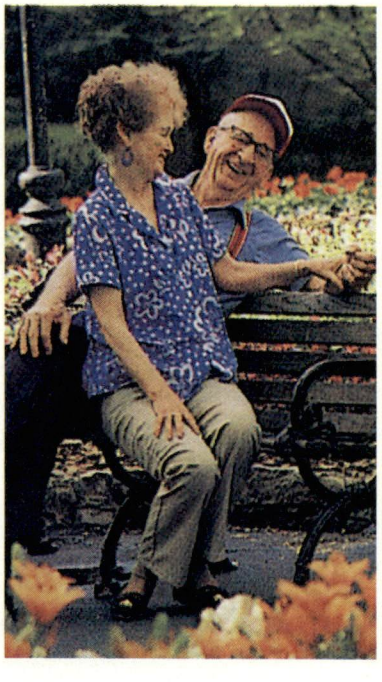






Full-time, year-around work is also available.

Older adults are sought as volunteers for a number of organizations. Many non-profit agencies such as libraries, health-related organizations and assistance groups depend on active seniors for their leadership. Cultural, civic and environmental organizations also seek mature members. The Branson/Lakes Area contains many nationally and internationally-affiliated clubs and organizations, so new residents may continue to be part of groups they joined in their former hometowns.



Health services are readily obtainable in the Branson/Lakes Area, with a fully accredited hospital and its professional staff in Branson. Clinics, ambulance service, health care centers, home health care, supplies and other health-related services are also available.

Health is a natural emphasis for this area — it's a healthy environment! Clean air, clean water, clean streets and landscapes are a constant concern. Protecting the land and lakes for residents and visitors involves the efforts of hundreds of volunteers and professional people.

The business environment is also healthy — the Branson/Lakes Area contains all the necessities in merchandise and services for its residents and visitors — and hundreds of non-necessities that are just too good to pass up! Retail sales make Branson a state leader in per capita sales tax revenue.

And the recreational opportunities are unlimited. If you're bored in the Branson/Lakes Area, you don't have to go far for relief.

Continued on Page 74

Come Enjoy...

SLEEPY HOLLOW RESORT



ON TABLE ROCK LAKE

1-4 Bedroom Units complete with fully equipped Kitchens, Carpeting, Color Cable TV, Air Cond., BBQ Grills & Picnic Tables, all situated on 6 acres of lakefront grounds.



FOR FISHING TRIPS

- Bass Boat
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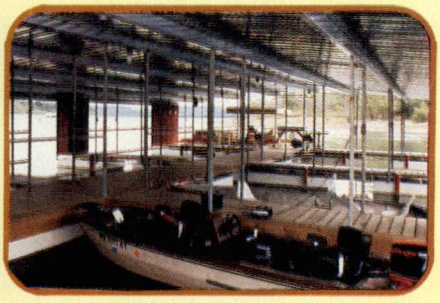
DISCOUNT FISHING & VACATION PACKAGES FOR SPRING & FALL



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Kimberling City, Mo. 65686

FOR FAMILY VACATIONS

- Swimming Pool with Patio
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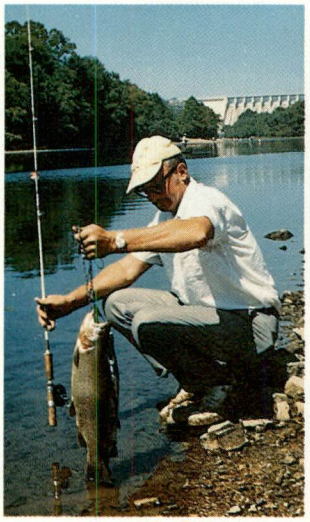
- Lawn Swings, Playground, Shuffleboard
- Pontoon Boats
- 8 mins. to Golf Course
- 20 mins. to Silver Dollar City, Music Shows and Other Attractions

Living here . . . Continued from Page 73

It's unsurpassed for leisure activities — all the entertainment that draws millions of tourists each year is also available to residents. Music shows, theme parks, lake and land excursions, museums, crafts, shopping, sightseeing and other amusements are here to be enjoyed. Fishing and boating on Table Rock, Taneycomo and Bull Shoals Lakes, golfing at your choice of five area courses, tennis and hiking and many other outdoors activities are available for sporting people.



Public parks are abundant and community events are frequent. Cultural and educational opportunities abound with active promotional organizations and the influence of a local four-year liberal arts college.

And when it's time for your vacation from this vacation-oriented community, the Branson/

Continued on Page 76 (lower)

Are you ready for the Ozarks?

How would you like to live in the Branson/Lakes Area?

Visitors frequently like the area so much that they make it their permanent home. Just ask around — you'll be surprised at how many area business owners and retirees discovered the area while they were on vacation, and came back to stay.

The lakes and attractions are a bonus to residents of the area's small cities and communi-

Continued on Page 76 (upper)

Limberling Arms Resort

ON BEAUTIFUL TABLE ROCK LAKE

Ideal for
Honeymoons
Family Vacations
Reunions

Best Western WORLDWIDE LODGING

Mobil Travel Guide Quality Rated

Swimming
Boating
Skiing
Fishing
Cable TV
In Room Coffee
Suites
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AAA

ALL MAJOR CREDIT CARDS

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417-739-2461



Jacuzzi & Game Room

MOUNTAIN COUNTRY MOTOR INN



2 miles from Public Boat Docks and Launch Facilities • 5 miles from Silver Dollar City • 15 minutes to all attractions • Pool • Color TV • Waterbeds • Kitchenettes • Two-bedroom and honeymoon suites • Picnic and playground area • Bus Tours • Adjacent restaurant • Indiv. electric heat and air • Centrally located to; Shepherd of the Hills, White Water, Bass and Trout Fishing, Skiing and Boating and Music Shows • All major credit cards accepted • Reservations number: 417-739-4155

3 Day GET-AWAY Package
$324.00

Includes:
- Regular Room for 3 nights for 4
- Silver Dollar City Passes for 4 (2 Days)
- Marvel Cave Tour
- Music Show at Silver Dollar City
- Country Breakfast 3 Days for 4
- Pontoon Boat - 24 ft. pontoon w/motor, holds up to 11 people. In the water & ***READY TO GO***, life jackets & gas grill, use for one day. Boat fuel not included.

Package price for four people.
By reservation only.
Other Packages Available.
Extra people can be added.

2 Day FUN Package 3 Day
$144.00 $186.00

Includes:
- Regular Room-2 or 3 Nights for 2
- Silver Dollar City 2 Day Passes for 2
- Marvel Cave Tour
- Music Show at Silver Dollar City
- Country Breakfast for 2 (2 or 3 Days)
- Country music & comedy show

Package price for two people.
By reservation only.
Extra people can be added.

Mountain Country Motor Inn
Rt. 5 Box 720
Reeds Spring, MO 65737
417-739-4155
OFFICE HOURS: 7:30 A.M. TO 10:00 P.M.



Wildwood INN™

Come, let us pamper you!

On the Lake...





Enjoy the serenity of seven park-like lakefront acres • 1-2-3 Bedroom family suites • Duplex cabins • Full kitchens • Newly decorated with country charm • Cable TV/HBO • In-room phones • Sparkling pool • Hot tubs • Playground • Game room • Only 16 minutes to Silver Dollar City • Full service marina • Concrete launch ramp • Great fishing • FREE morning coffee and pastry • OPEN YEAR 'ROUND • And a host family who cares!

Be sure to ask about our special packages . . . the Honeymoon Sweet Suite . . . Parent Pick Me Up . . . or Autumn Group Tours.





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65686
417/739-4804
1/800/641-4083

The Lost Resort?

Not exactly, but honestly, we're off the beaten path...away from the crowds, the traffic and the noise. And, if you really want to know, we'll show you how to get to Branson...in about 30 minutes.

Because we're located on a protected arm of Table Rock Lake, the water activities are unbeatable! Besides lakefront cottages, we feature:

Hide-Away RESORT

Color TV • Microwaves • Air Conditioning & Electric Heat • Covered and lighted dock Bass/Pontoon & Fishing Boats • Bait & Gas • Large Pool • Picnic pavillion & Playground

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Double~Oak RESORT

TABLE ROCK LAKE JAMES RIVER ARM

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Rt. 3, Box 255 Galena, MO 65656

Lakefront kitchenettes for 1 to 14 persons, completely furnished and "squeaky" clean. Beautiful location in the Ozarks on a quiet, secluded peninsula away from the crowds and traffic; 17 miles to Silver Dollar City and 25 to downtown Branson. Prime water skiing and fishing area. Free boat slip in our covered lighted dock with a gentle slope from your unit to the lake. Shaded grounds; sparkling swimming pool; swim deck on lake; playground, shuffleboard, horseshoes; volleyball; hiking trails; boat rentals; bait; ice; gas; store nearby. For the antidote to the craziness of today's civilization, call for reservations and a descriptive color brochure.

WISHWOOD LAKE RESORT

Get away for Rest and Relaxation...

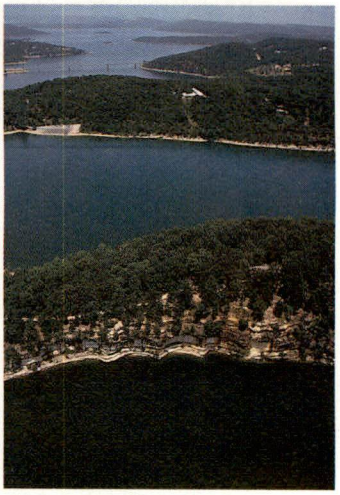


- Individual Cottages
- Private Boat Dock
- Pool & Playground
- 30 min. from Attractions

Hosts: Loren & Bonnie Perry
1-800-272-1050 • Rt. 3, Box 145 BC • Galena, MO 65656

Ready . . . Continued from Page 74

ties. The local economy is dependent on tourism, and it takes active, progressive people to see that the Branson/Lakes Area retains its healthful, attractive environment for visitors and residents alike.



Young families and older couples find the area a great place to live. The relatively low cost of living, good educational facilities and public services, low crime rate, mild climate and wealth of leisure activities are all good reasons for becoming part of the community.

For the latest information on living in the Branson/Lakes Area, contact the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 417-334-4136.

Living here . . . Continued from Page 74

commercial airport in Springfield.

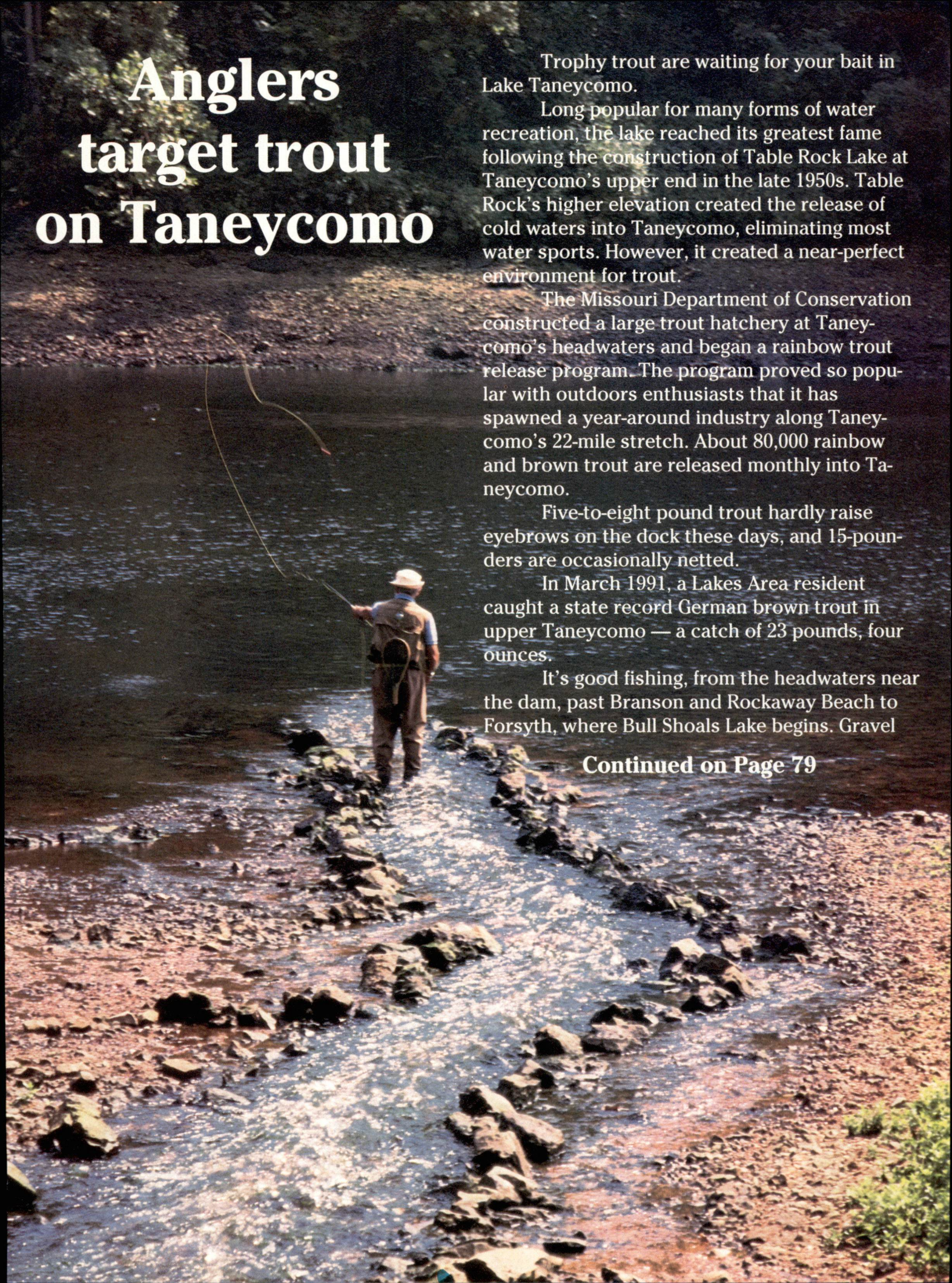
But hurry back — a place that draws four million visitors each year just has to be the right place for active adults to live.



A beautiful scenic environment, all the comforts, conveniences and activities you could want, and all that entertainment, too — there's no other place like the Branson/Lakes Area.

It's your favorite vacation place — and it could be your home.

Anglers target trout on Taneycomo



Trophy trout are waiting for your bait in Lake Taneycomo.

Long popular for many forms of water recreation, the lake reached its greatest fame following the construction of Table Rock Lake at Taneycomo's upper end in the late 1950s. Table Rock's higher elevation created the release of cold waters into Taneycomo, eliminating most water sports. However, it created a near-perfect environment for trout.

The Missouri Department of Conservation constructed a large trout hatchery at Taneycomo's headwaters and began a rainbow trout release program. The program proved so popular with outdoors enthusiasts that it has spawned a year-around industry along Taneycomo's 22-mile stretch. About 80,000 rainbow and brown trout are released monthly into Taneycomo.

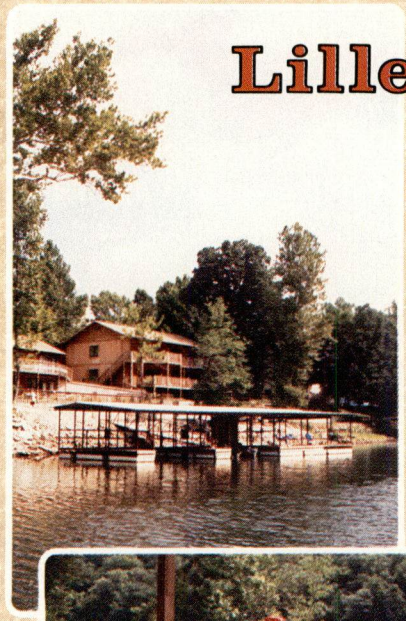
Five-to-eight pound trout hardly raise eyebrows on the dock these days, and 15-pounders are occasionally netted.

In March 1991, a Lakes Area resident caught a state record German brown trout in upper Taneycomo — a catch of 23 pounds, four ounces.

It's good fishing, from the headwaters near the dam, past Branson and Rockaway Beach to Forsyth, where Bull Shoals Lake begins. Gravel

Continued on Page 79

Lilleys' Landing











Enjoy one of the most beautiful resorts on Lake Taneycomo . . . where the trout fishing is among the best in the country.
• The upper lake at your doorstep • New lakeside units • One to four-bedroom kitchenettes • Color cable TV • Sparkling pool with sundecks • Playground • Barbeque grills • Horseshoes • Custom guide service • Boats & motors • OPEN ALL YEAR!

HCR 5, Box 2170
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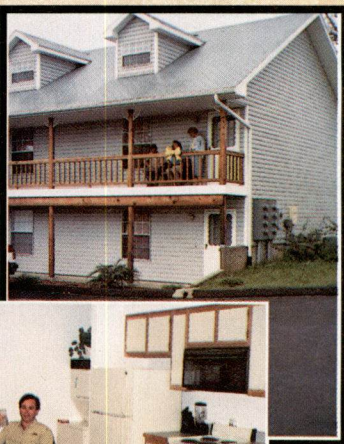
1/800/284-2196



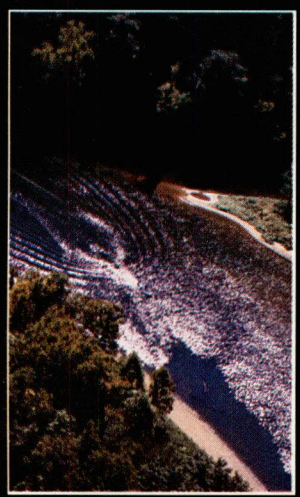
Fall Creek Resort

Rental Condos On Lake Taneycomo

Creating Vacation Memories For Over 30 Years!









All the Comforts of Home!

Enjoy a casual, relaxed vacation atmosphere --away from the traffic, but just minutes from Branson's music shows, major attractions, and Table Rock Lake. Luxury Condominiums are fully equipped, affordable and comfortable for 2-8 people. Resort amenities include indoor& outdoor pools, exercise room, and fishing dock.

All the Fun of Resort Living!

For Reservation Info:

417-334-6404 (Ext. 111)

1 Fall Creek Drive, Branson, MO 65616

CONDO RENTAL COUPON

$10.00 OFF

1992 Standard Nightly Rates

MUST BE REDEEMED UPON CHECK-IN AT FALL CREEK RESORT

Trout . . . Continued from Page 77

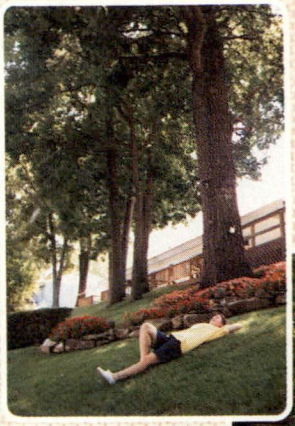
bars on the upper end provide hours of sport for wade fishermen, while other anglers find plenty of challenge from banks, docks and boats.

Good stringers of trout, both rainbows and browns, can be taken any month, cold or hot. Even during the coldest months, limits of trout can be yours since low temperatures are never a problem for the hardy trout.



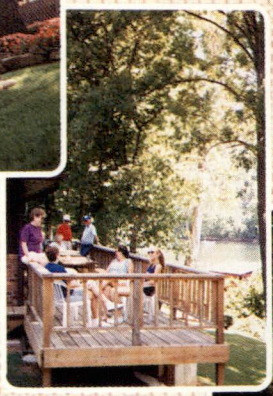
The most common method of catching

Continued on Page 80



Lazy Valley RESORT

The resort you'd suggest to your best friends. Please ask for our colorful brochure . . . it says it all!





Dave & Linda Skoglund, your hosts
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Branson, MO 65616
417/334-2397

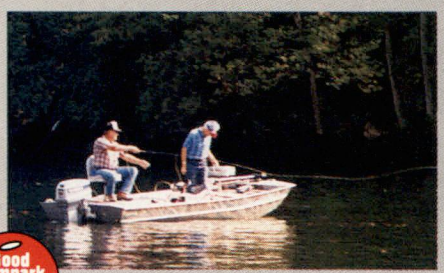


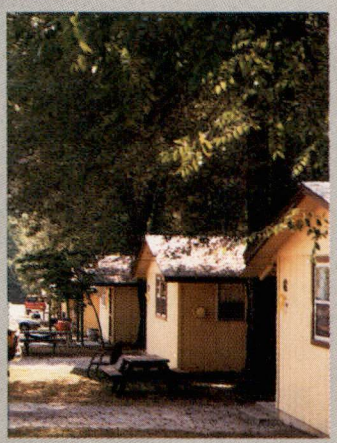






RESORT & CAMPGROUND

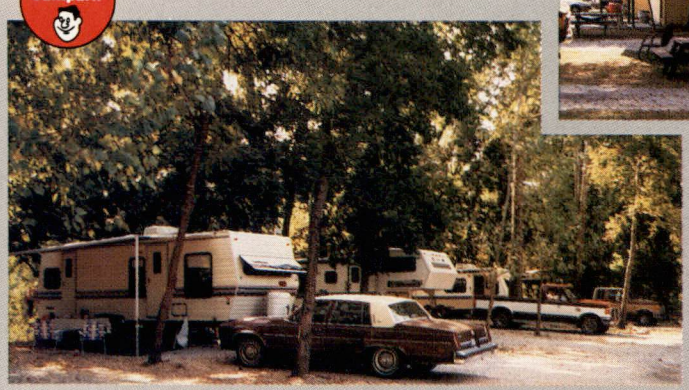




• One, two and three bedroom cabins • Kitchens, air conditioning and heat • Free cable TV • Two swimming pools • Coin-op laundromat • Well stocked grocery store • Two lighted docks • Boat, motor and slip rental • Concrete launch ramp • Full site hook-ups with 30 - 50 amp electricity • Pull throughs available • All the fisherman's needs and services • Two miles from shows and shops • OPEN ALL YEAR!

HCR 5, Box 2204 S Branson, MO 65616

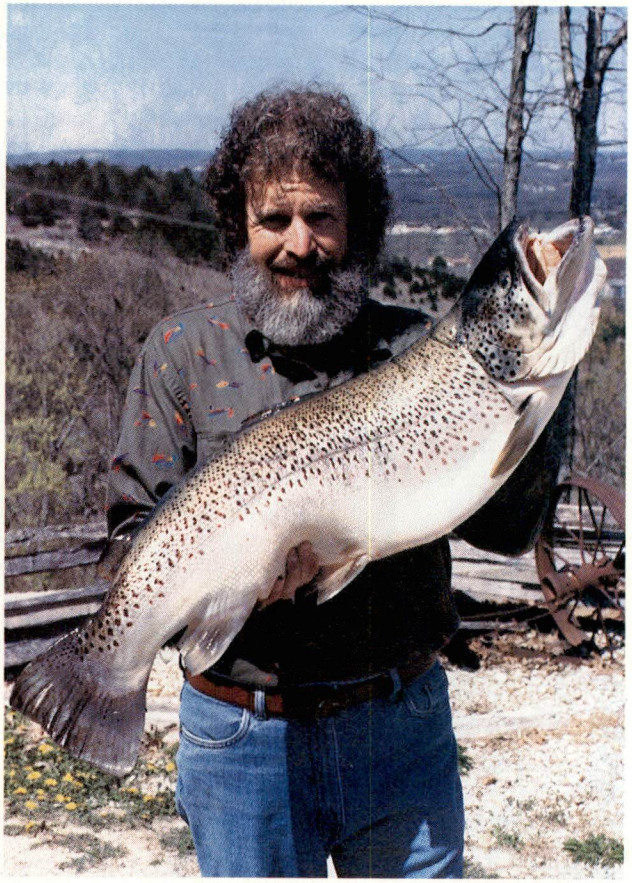
417/334-4871 & 334-5250







Trout . . . Continued from Page 79



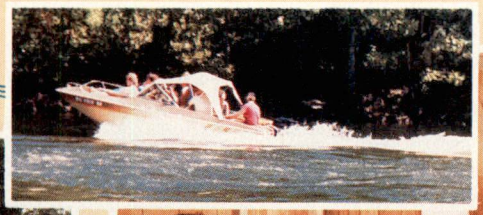
trout is by drifting salmon eggs or angle worms from upper portions of the lake to lower portions. The same method is used while fishing from the lake's banks. Salmon eggs or worms are affixed to a small hook and cast into holes with ultralights.

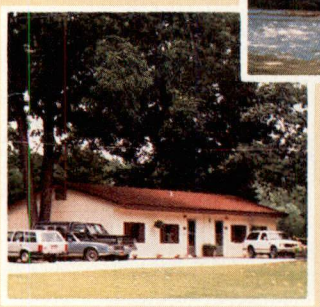
Another successful trick for trout is the use of flyrods, tiny bobbers and tiny jigs, usually 1/64-ounce or smaller, or the same method rigged on ultralights. Purists hit the headwaters and use the usual variety of flies. Tiny jigs and flies used are often replicas of freshwater shrimp stocked in the lake to please the trout's gourmet appetite.

Despite colder water temperatures, black bass, crappie and bluegill are still caught on Taneycomo by anglers working the creeks and lower-lake coves. Late spring, summer and fall are the best bet for these spe-

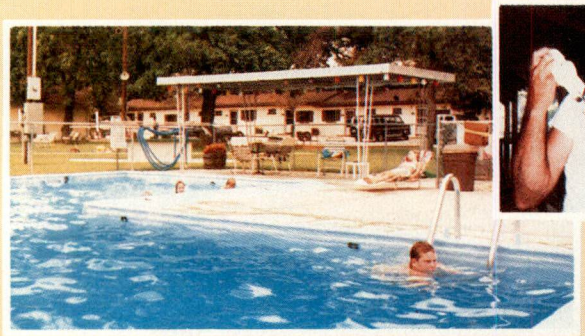
Continued on Page 86

Riverlake Resort





• 1 and 2 bedroom clean, carpeted kitchenettes with double beds • Also family units • Cable TV • Large L-shaped filtered pool • Shuffleboard • Ping pong • Badminten • Volleyball • Horseshoes • Children's playground • Excellent trout fishing • Complete dock service • Equipment lift to the lake • Bait, tackle, license and guide service • Boats, motors, stalls • Batteries, gas, oil • Freezer for your catch • Close to all attractions • And we're open all year round • Sorry, no pets.





Bob and Jackie Klein *417/334-2800*
HCR 2, Box 430 SA • Hollister, MO 65672

Lake Taneycomo: Where tourism began

By Mike Brown and Lyn Asselin

Experience the unique vacation setting offered in the Lake Taneycomo area of Ozark Mountain Country.

This impounded stretch of White River offers a variety of accommodations in a peaceful setting for both families and fishermen. The recreational activities for which Branson is known are all close by. Yet, here along the water there is a special ambiance; a quiet background for fun and relaxation.

Lake Taneycomo was formed with the completion of Powersite Dam in 1913. Although Taneycomo is technically a lake (it has a dam at each end of its 22-mile length), it maintains the look and feel of a river. For 79 years, its quiet beauty has attracted anglers and tourists.

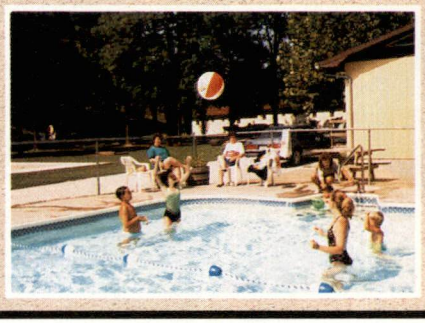
In the beginning Taneycomo was a warm water lake, famous for its bass and pan fish. With the completion of Table Rock Dam at Taneycomo's headwaters in 1958, the nature of the lake changed. Taneycomo's water now comes from the bottom of the power pool at Table Rock Dam. The frigid water, combined with the construction of the Shepherd of the Hills Trout Hatchery, has made Lake Taneycomo a trout fisherman's paradise. Over 800,000 rainbow and German brown trout are taken from the lake each year in an endless trout-fishing season.

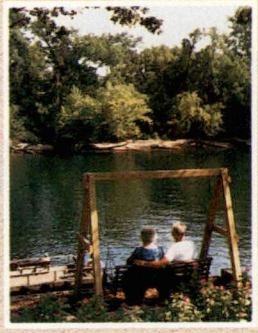
Fly fishermen reign supreme in the first mile of Lake Taneycomo below Table Rock Dam. Upper Lake Taneycomo is also the home of campgrounds, trout resorts and an 18-hole golf course. Very soon, however, the bluffs on either side make wading difficult and fly fishing from the bank almost impossible.

Continued on Page 82

Sun Valley Resort

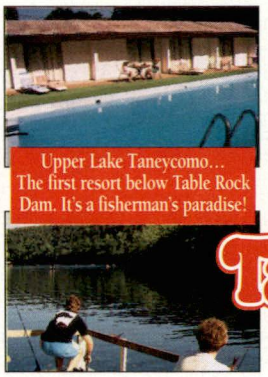
. . . is one of the nicest resorts on Upper Lake Taneycomo. . . and great fishing! Please ask for our colorful brochure.





HCR 2, Box 428
Hollister, MO 65672
417/334-3346

The Relaxing Side Of Branson.



Upper Lake Taneycomo... The first resort below Table Rock Dam. It's a fisherman's paradise!

Only a few minutes from any part of Branson's entertainment, dining & shopping, you'll love our quiet and relaxing setting on Lake Taneycomo. Save time going to music shows, Silver Dollar City and more, using new Branson access roads!

- 1, 2 & 3 Bedroom A/C Kitchenettes–all not over 200 ft from lake!
- Boat or slip FREE with unit!
- Covered Lighted Boat Dock
- Playground
- Private Pool
- Mini-Market
- Fishing Dock
- Cable Color TV
- BBQ Grills
- Restaurant Across The Street
- Motors-Boats-Fishing Supplies
- Easy Access to Table Rock Lake

TaCoMo Resort

HCR 2, Box 456, Hollister, MO 65672 • (417) 334-2332
RESERVATIONS ONLY: 1-800-328-1246

Riverpoint Estates

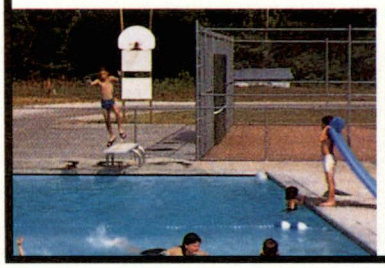


RESORT CONDOMINIUMS

FAMILY ACCOMMODATIONS

Avoid the traffic and crowds, while enjoying the Scenic Beauty of the Lake. Easy access to all local attractions. Affordable rates, nightly rentals/2 night min., weekly/7th free. Swimming, tennis, boat slip, fireplaces, Cable TV, meeting facilities, heated cleaning station on the boat dock. Open all year.

RESERVATIONS (417) 334-6721 or 1-800-633-5358
Riverpoint Estates • P.O. Box 966 • Branson, MO 65616



LAKE TANEYCOMO
"Trout Paradise of the Ozarks"



The Serenity of the Ozarks . . . The Fun of Breanson

SHADY LANE RESORT

On Lake Taneycomo

OPEN ALL YEAR

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Water's Edge Resort at 406 N. Sycamore Street
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Taneycomo . . . Continued from Page 81

As Taneycomo widens, boat fishing dominates. Imagine the excitement generated as you float over the clear, relatively shallow water of upper Lake Taneycomo and observe three to four-pound trout lying close to the bottom. The fishermen of the area know that trout abound throughout the lake, but only in the clear water of the upper lake are they so easily observed and such a challenge to the sportsman. How can you be so close and your lures so appealing and they be so elusive? From a boat you will see secluded resorts on each bank and perched atop a high bluff on the east side the spires of the College of the Ozarks, a four-year college.

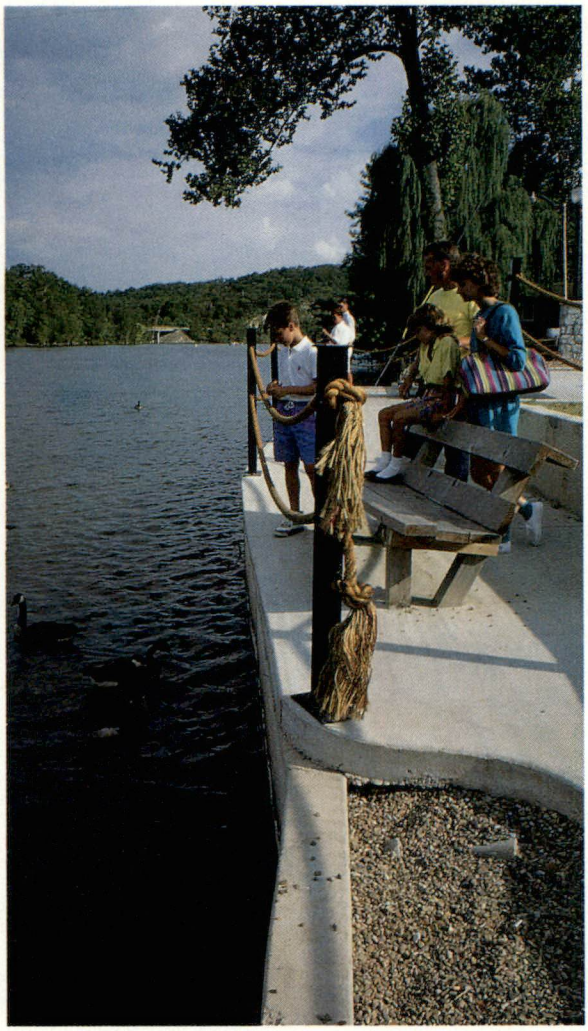
The bluffs recede as you drift downstream and the city of Branson comes into view. Branson, the hub from which Ozark tourism began, draws not only fishermen and others seeking "rustic relaxation;" it is also a magnet for vacationing tourists. In addition to Silver Dollar City (a major theme park) and the Shepherd of the Hills Homestead (with its nationally known outdoor drama), Branson attracts thousands to its music shows, water parks, flea markets, gift shops, craft festivals, antique shops and fine restaurants. It boasts the finest hospital within forty miles and a nearby private airport at College of the Ozarks.

Lake Taneycomo flows through the heart of downtown Branson. The foot of Main Street touches the water's edge and opens up Branson's newly renovated lakefront — a seawall capped with wide sidewalks, green areas with park benches, ample parking, public fishing docks, restrooms and a picnic area. Ducks and Canada geese roam freely along the lakeshore begging for corn from the hands of visitors. You can take a horse-drawn carriage ride or play a game of tennis — right by the lake! Mang Baseball Field and the Branson City Pool are here; and in adjacent North Beach Park are a covered picnic pavilion and a kiddy playground.

Moored at the water's edge are the area's two excursion boat lines which depart on frequent daily tours over the refreshing cool wa-

ters. The Sammy Lane Pirate Cruise offers a 70-minute narrated folklore cruise climaxed with a live pirate attack. The Lake Queen specializes in breakfast and dinner cruises and has daytime sightseeing tours. Two full-service marinas supply boats, motors, guides, rental stalls, tackle and the most current fishing information. Rental pontoons, paddleboats and canoes are available for a relaxing, lazy day in the sun.

Along Branson's north shoreline and the



banks of adjoining Roark Creek are many resorts. A large, shaded city campground sprawls along the city's south shore with an additional resort, marina, and public launching ramp nearby.

Across the lake from Branson and extending a couple of miles downstream is the area

Continued on Page 84



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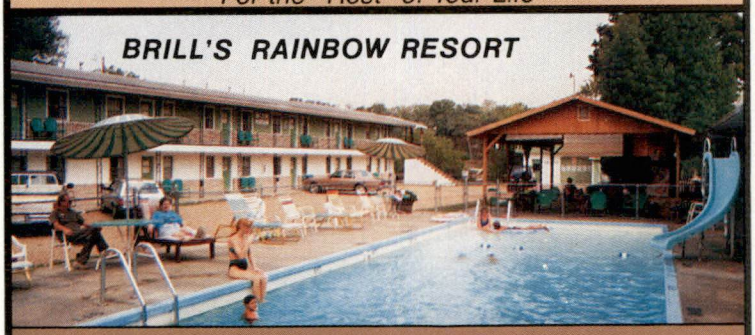

Stay down on the lakefront and walk to restaurants and shops. Kitchenettes that sleep from 1 to 10 guests. Fish from our boat dock, or the pool, tennis, playground and grills are all for your enjoyment . . . at affordable family rates!

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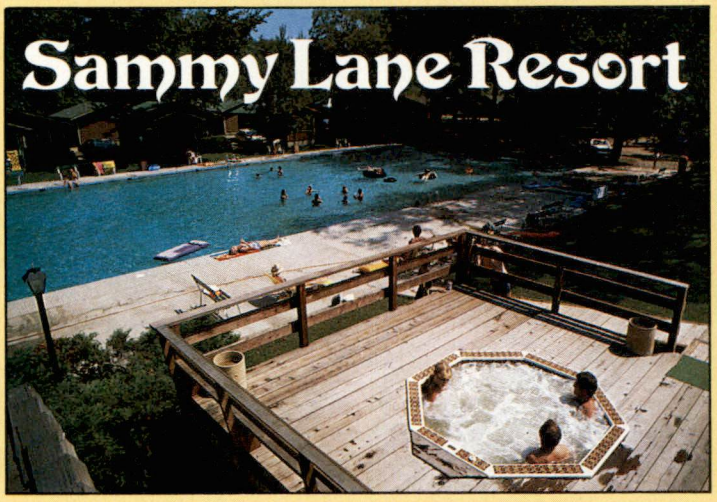
Sammy Lane Resort



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Taneycomo . . . Continued from Page 83

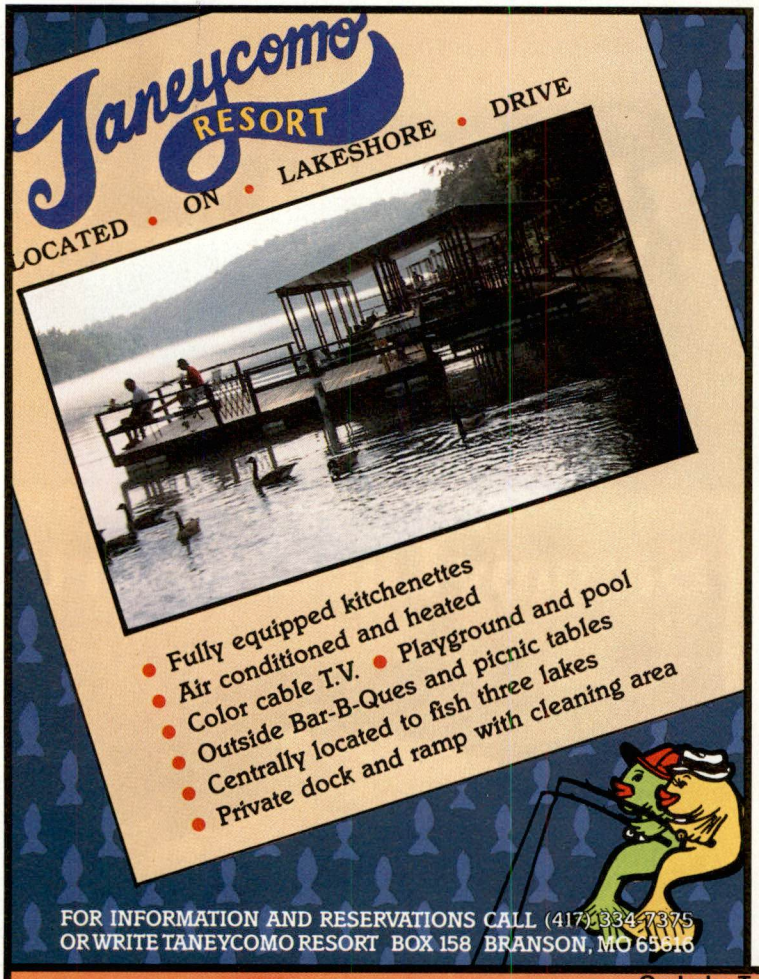
known as Lakeshore Drive. Peaceful resorts, cottages and condos spread along the water's edge offer a variety of "get-away" accommodations.

Downstream from Branson the bluffs become sheer once again, the commercial area fades away, and only occasionally will you pass a home or resort. The lake water warms slightly and a side trip up a creek will likely send you home with a mess of bass, crappie or blue gill. From time to time you will see a blue heron perched like a sentinel or soaring effortlessly above the lake surface searching for food. If you are lucky you may spot one of the bald eagles that nest on the towering bluffs.

"The islands" signal you are approaching Rockaway Beach. It comes into view much as the Sammy Lane mailboat passengers saw it when postal runs were the main contact between area communities. The picturesque resort town nestles into a gently rising hillside. Behind the many boat docks and the wide, green waterfront park is Main Street with restaurants, souvenir shops, game rooms, miniature golf, and a flea market housed in "The Pavilion" which was once a summer home for big bands from Kansas City and St. Louis.

On the hillside rising above the commercial area motels and resorts are tiered and snuggled among the trees. Over decades of popularity they have housed many Rockaway Beach visitors. Lake swimming and water skiing are not the favorites they once were, due to the water temperature. Activities on the water with paddleboats, canoes and pontoons are popular, and leisure fishing is the main attraction now. Good fishing holds true for the last few miles of Lake Taneycomo in the main channel and in the many coves.

Approaching Taneycomo's Powersite Dam is not an awesome adventure. As dams go it is not large, but surrounding forested hills are spectacular. Fishing for bass and catfish in this



On Lake Taneycomo

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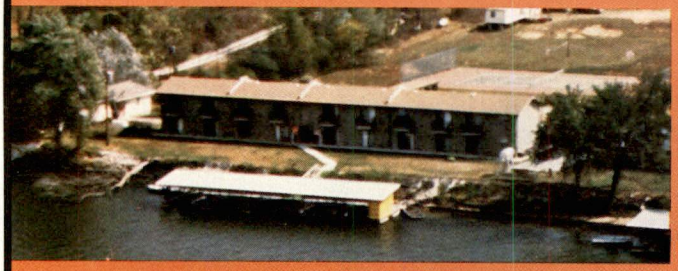

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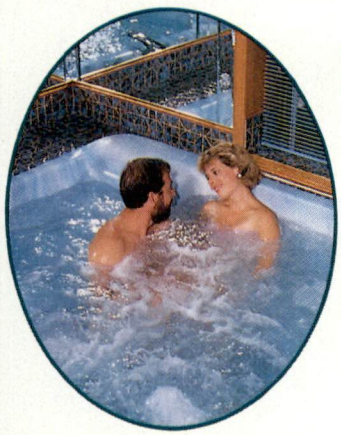
area can be a rewarding challenge. Lake Taneycomo is probably the only lake where an avid fisherman can catch his limit of trout and then go further down the lake and pull in a nice stringer of crappie, bass or pan fish.

To the left of the dam lies Forsyth, the last

Continued on Page 86





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Taneycomo . . . Continued from Page 83

town on Taneycomo and the county seat of Taney County, Missouri. The abbreviation of this is the source of the lake's name: "Taney-Co-Mo." Although Forsyth is an old community, its present site is relatively new. The entire city was moved to higher ground after severe flooding had damaged much of the old location. Today it is a vibrant community with interesting shops, restaurants, a unique nine-hole golf course, and several resorts and motels.

Lake Taneycomo is the thread that ties the Tri-Lakes Area together. As part of the White River, its significance is historical. Its economic and esthetic value will carry far into the future — it is the main artery of this region.

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Trout . . . Continued from Page 80

cies.

Trout anglers must purchase a Missouri Trout Stamp in addition to a fishing license when trout fishing Lake Taneycomo. The Missouri Wildlife Code Book lists all regulations governing Missouri lakes and streams.

Many lakeside resorts and fishing docks stay open year-around to comfortably accommodate anglers, their families and friends.

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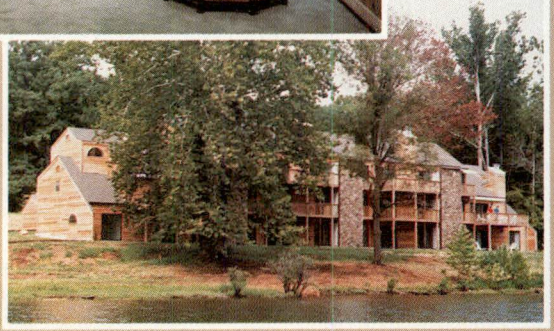

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Up-to-the minute fishing information on Table Rock Lake and Taneycomo Lake.



Sporting seasons on Bull Shoals Lake

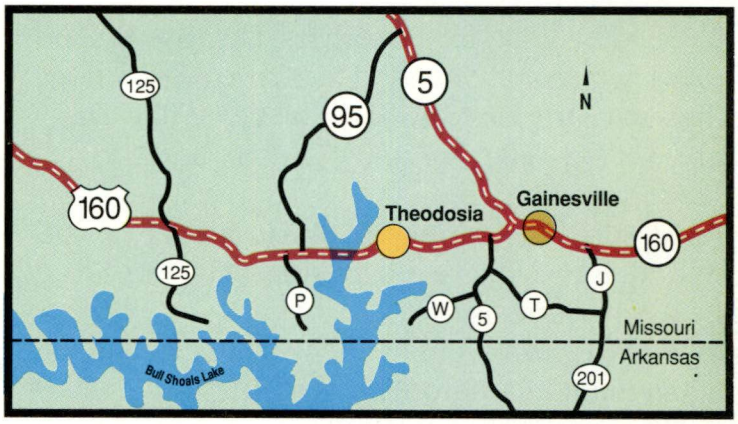
Long famed as a black bass lake, Bull Shoals Lake flows eastward from Forsyth into Arkansas.

This lake reached a national status in the late 1950s as the hottest bass lake in the country.

Still an excellent lake for fishing and all other forms of water recreation, it offers an endless season to sporting men and women. Bull Shoals produces big largemouths, smallmouths and spotted bass, and is also well known for white bass, walleye, crappie and striped bass.

In the last few years, a number of stripers over 40 pounds have been caught.

Also popular as a tournament lake, its relatively undeveloped, rugged shores provide handsome scenery of the Ozarks wilderness for sightseers as well as angling enthusiasts. Shoreline sights frequently include eagles, deer, wild turkeys, cranes and other water birds. Keep your camera within reach — Bull Shoals Lake will provide you with plenty of souvenir shots to help you remember your trip to the Branson/Lakes Area.



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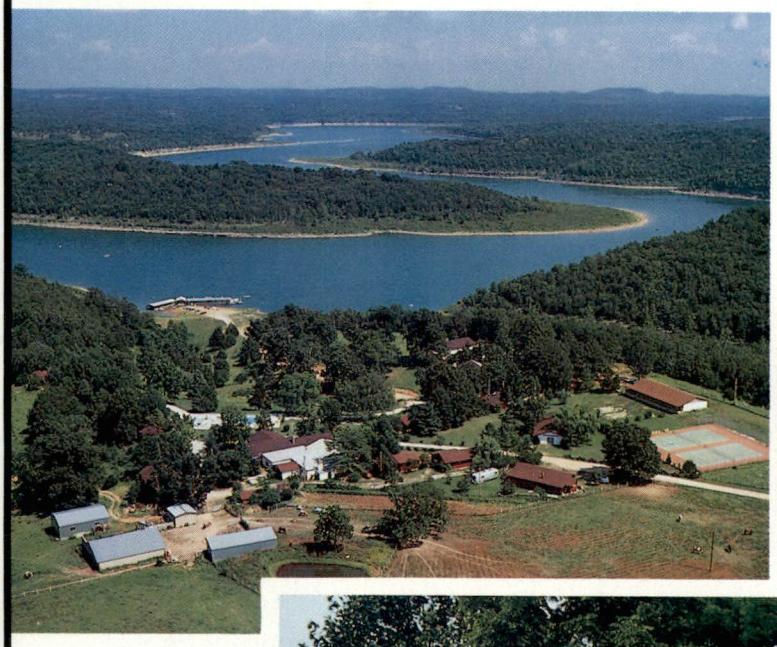

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Turkey Creek Ranch on Bull Shoals Lake





Time line . . . Continued from Page 26

1976-1977

•Bob Mabe leaves the Baldknobbers to open a theater called Bob-O-Links Country Hoedown.

1981

•The Wilkinson Brothers Theatre, Hee Haw Theatre and Starlite Theatre are completed. The structures are now the Box Car Willie Theatre, Mickey Gilley's Family Theatre and the Cristy Lane Theatre.

•Presleys' Mountain Music Jubilee is expanded to 2,000 seats, making it the largest theater in Branson.

•The Lowe family opens a music show on Indian Point near Silver Dollar City.

1982

•Chisai Childs purchases the Starlight Theatre.

1983

•Swiss Villa Amphitheatre, featuring widely known entertainers for guest appearances, opens near Lampe. Seating capacity is about 7,500.

•The Lowe family moves its music show to a new theater on West 76 in Branson.

•The Roy Clark Celebrity Theatre, the first to be linked permanently to a widely known entertainer, opens.

•Silver Dollar City opens the 3,500-seat Echo Hollow Amphitheatre for evening music shows.

1984

•The Braschler Music Show is established on Indian Point in the Lowe's former theater.

•Musicland, USA opens with the Lester Family on Gretna Road just off West 76.

•The Sons of the Pioneers begin regular performances at Lowe's Theatre in Branson.

1985

•The Braschler Music Show moves to the Musicland, USA theater on Gretna Road.

•Romance novelist Janet Dailey and husband Bill buy the Hee Haw Theatre and open it as Country Music World.

•The Sons of the Pioneers move to the Foggy River Boys Theatre.

1986

•The Lowe Sisters of Lowe's Theatre become the first of Branson's entertainers to appear on the Grand Ole Opry.

•Ozark Mountain Amphitheatre, with a seating capacity of about 8,500 and featuring guest artists, opens on the Shepherd of the Hills Expressway near West 76.

•Bob Mabe of Bob-O-Links Country Hoedown and an original "Baldknobber," retires from the stage. The Texans, a group which previously performed at the Plummer Family Theatre, open Mabe's theater as the Texans/Bob-O-Links music show.

•Sons of the Pioneers are named to the Grammy Hall of Fame.

1986-1988

•The Lowe Sisters release singles that gain solid recognition from the country music recording industry.

1987

•The Lowe Sisters appear on The Nashville Network's "Nashville Now."

•Box Car Willie, famed "hobo" performer and member of the Grand Ole Opry, becomes the first celebrity entertainer to buy a theater and perform on a permanent basis in Branson.

•Through a promotional program of the Ozark Marketing Council, several Branson music shows are featured on TNN's "Nashville Now."

•Campbell's Ozark Country Jubilee opens on West 76 in Branson.

•ABC's "Good Morning America" uplinks from Silver Dollar City, and Presleys' Mountain Music Jubilee and the Baldknobbers perform for a nationwide television audience.

•Glenn and Venus Robinson open the 76 Music Hall as part of an entertainment and accommodations complex.

1988

•Twin entertainers John and Paul Cody open Cody Country theater in an auditorium on West 76 formerly called the Puppet Palace.

•Ray Price performs during the tourism

season at the Starlite Theatre.

•A resort complex called Roy Clark's Lodge of the Ozarks is developed adjacent to the Roy Clark Celebrity Theatre.

•Several music shows, as well as Silver Dollar City, Shepherd of the Hills and accommodations businesses, stay open to help extend the tourism season into November and December during the first-ever Ozark Mountain Christmas.

1989

•Japanese violinist and entertainer Shoji Tabuchi opens a music show in the newly renovated theater on West 76 which was formerly the Ozark Auto Show.

•The Branson Brothers become featured performers at Silver Dollar City's Echo Hollow Amphitheatre.

•Tex-Mex entertainer Freddy Fender performs at the Kirkwood Theater.

•Internationally known recording artist Cristy Lane buys and begins performing regularly at the Starlite Theatre.

•Danny Davis and the Nashville Brass establish themselves at Country Music World.

•Comedian Terry Sanders of the Braschlers Music Show appears on 11 segments of the syndicated television program "Hee Haw."

•Albert E. Brumley, Jr., begins performing matinee shows at Cody Country.

•The Nashville Network uplinks with Roy Clark at Clark's theater in Branson for "Nashville

Continued on Page 114

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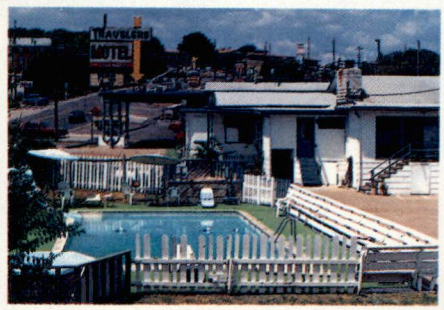

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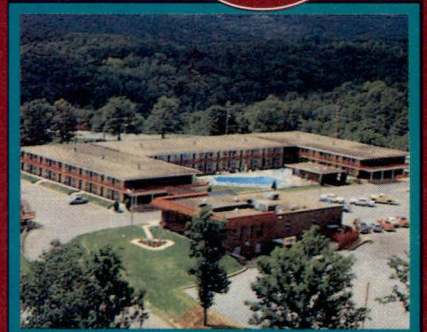

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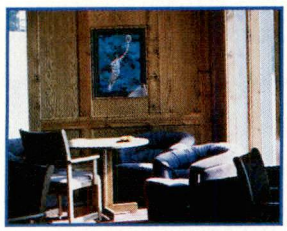
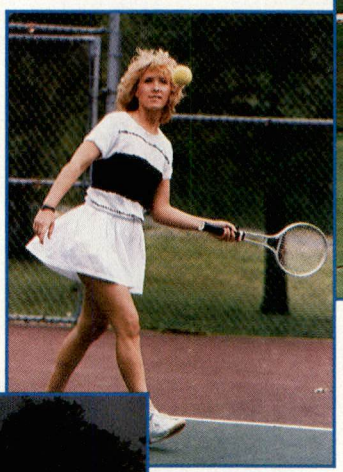


Dine In or Dine Out

At Pointe Royale you can save money on your Ozark vacation by preparing some meals in your condominium kitchen, or step out for dining at our fine restaurant without leaving the tranquility of our resort.





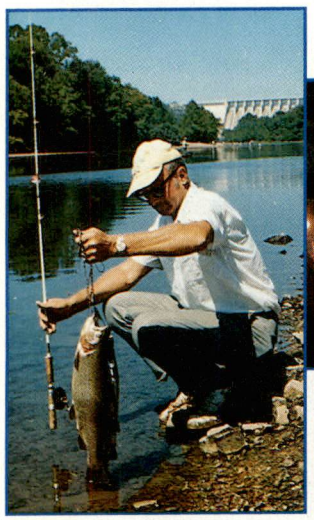


Fun in the Sun

After playing a few sets of tennis, at no charge to registered guests at Pointe Royale, cool off in our extra large pool. It's lighted and has plenty of lounges and tables on its expansive poolside patio which is convenient to the clubhouse lounge and snackbar.

Our Own Golf Course

Pointe Royale is the only Branson area resort featuring its own 18 hole Championship Golf Course, driving range, and pro shop. As our registered guests, you can take advantage of our exclusive money saving Golf Packages.



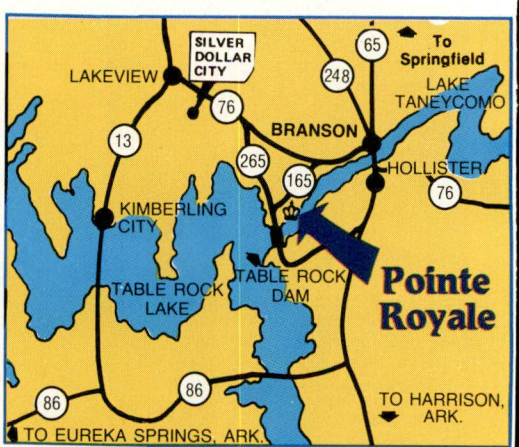


Quiet, yet Conveniently Located

Only at Pointe Royale can you enjoy a peaceful setting among spectacular Ozark bluffs, majestic Table Rock Dam, scenic fairways and emerald greens--and be just 3 miles from the entertainment action of Highway 76. We even have low traffic access to Silver Dollar City via Highway 265.

Fishing and Water Sports

Pointe Royale is located on Lake Taneycomo, just below the Trout Hatchery and 2 miles from Table Rock Lake. You can fish for trout from our lakeside park and picnic area; rent a boat and motor or hire a guide from neighboring Fall Creek Trout Dock. Enjoy Table Rock Lake's bass fishing, boating, skiing, sailing or scuba diving from nearby State Park Marina.



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A native's guide to getting around in Branson

Traffic.

Branson/Lakes Area visitors and natives are well acquainted with it.

To the natives, there are two ways of looking at the traffic. First, it's proof of the Branson/Lakes Area's popularity as a vacation spot. It's proof that people like to visit here. It's proof that the local economy is strong.

But it can be a hindrance to getting some place in a hurry, at certain times of day during the peak tourism season. Sometimes, it can be a hassle.

To the visitors, there are two ways of looking at the traffic. The first way is to relax in your vehicle and consider the slow-moving traffic as an opportunity to sightsee. If there are that many cars on the roads, then you can be assured that a lot of other people think Branson is a great place to vacation.

But, the traffic can keep visitors from getting some place in a hurry. Sometimes to the visitors, the traffic can be a hassle.

However, the natives know how to avoid getting caught in a traffic snarl without limiting their activities. They know when to go where,

Continued on Page 92



Driving . . Continued from Page 92

and when not to go where, and they also know the shortcuts and backroads and sidestreets.

Following are a few driving tips to help visitors find their way around the Branson/Lakes Area.

First, the busiest-by-far traffic location is West Highway 76, from downtown Branson westward for about five miles. That stretch of road contains the highest concentration of attractions, accommodations, restaurants and shops in the two-county area. A trip to the Branson/Lakes Area is not complete without spending time on West 76. It's where you want to be. *Allow plenty of driving time.*

West 76 is a three lane road. One lane is westbound, one lane is eastbound, and the center lane is for left turns only. Occupy it only long enough to safely make your turn — traveling in the center lane is a violation of a city ordinance. And remember, at any moment someone in the opposite lane can also decide to turn left and swing into that lane in front of you. *Don't take home traffic tickets or dented fenders for souvenirs — drive defensively, and obey local traffic ordinances.*

There are numerous "short cuts" leading to and from West 76.

Alternate routes help move traffic more quickly in Branson - see the map inside the back cover!

Vacationers from the north or east will probably arrive on U.S. 65 from Springfield. It's the most-traveled route into the area.

At points north of Branson on U.S. 65 are intersections with routes to the lake resort communities of Rockaway Beach on Lake Taneycomo

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Satellite TV•Remote TVs In All Rooms•Easy-Access Rooms•Guest Laundry
Major Shopping Mall Nearby•Open For Ozark Mtn. Christmas
Silver Dollar City 4 mi.•Shepherd of the Hills 2 mi.•White Water 5 blks.

Best Western Reservations
1-417-334-1894
Or Toll-Free
1-800-528-1234
Ask for the Knight's Inn of Branson

and Forsyth on Taneycomo and Bull Shoals lakes.

The first Branson exit from U.S. 65 will take you on Business 65 to the Downtown Branson area on the Taneycomo lakefront.

From the Downtown Branson area, West Main Street becomes West 76, also known as 76 Country Boulevard or "The Strip."

Also from the first Branson exit from U.S. 65, a right turn onto Highway 248 will take visitors directly to the Branson/Lakes Area Chamber of Commerce Visitor Center. *Stop at the Chamber Visitor Center and pick up a local map. Study the alternate routes and "short cuts."*

A short distance past the Chamber on Mo. 248 is the beginning of the Shepherd of the Hills Expressway, which joins West 76 at two locations. The first joint is a turn to the south onto Gretna Road, which leads past Factory Merchants Mall to U.S. 76 and Highway 165. The Expressway's western end is also at West 76, near the foot of historic Dewey Bald Mountain.

The five-miles-long Shepherd of the Hills Expressway is one of the most rapidly developing districts in the Branson/Lakes Area, and the site of numerous new motels, music shows and other businesses.

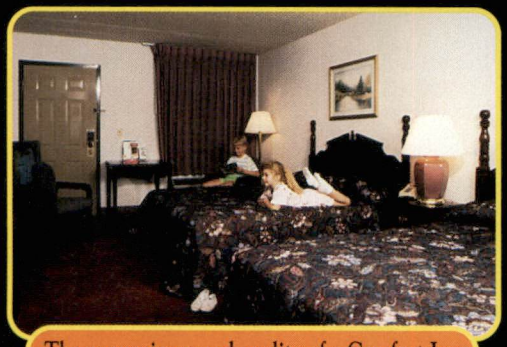
The second exit from U.S. 65 into Branson joins West 76 (Main Street) about a half-mile west of the Downtown area.

Hollister and the College of the Ozarks at Point Lookout are easily accessible through downtown Branson, or off U.S. 65 at the Highway 165 intersection just across the Lake Taneycomo bridge.

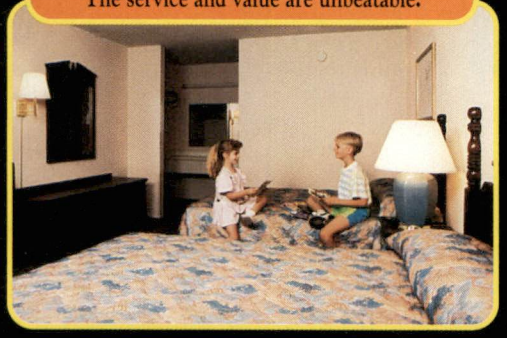
At heavy traffic times of day, some drivers prefer to continue south on U.S. 65 to the intersection of Highway 165 or Highway 265. They lead motorists through the scenic Table Rock Lake area and join to cross Table Rock Dam. On the north side of the dam, Highways 165 and 265 separate. Highway 165 will take motorists to West 76 about four miles from the downtown

Continued on Page 96

Close To Everything. Next To Perfect.

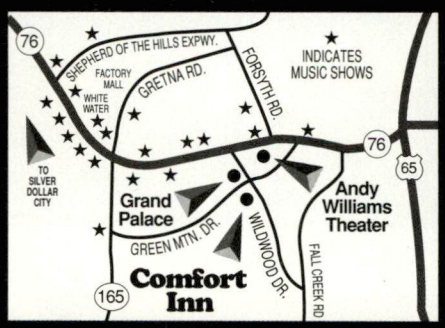


The convenience and quality of a Comfort Inn room make for a better vacation for all ages. The service and value are unbeatable.



Comfort Inn Thousands Hills

New For '92 In Branson!
Next To The Grand Palace
And Andy Williams Theater.



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Open For Ozark Mountain Christmas

Comfort Inn

•107 Rooms•King & Queen Beds•Indoor Pool
•Whirlpool•Remote TVs •Sauna
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Branson's Most Spacious &

At the Edgewood Motel you'll appreciate our relaxing family atmosphere.

The Edgewood Motel features 217 fresh and colorful rooms, with 117 new and beautifully unique Deluxe Double Rooms.

The Deluxe Double Rooms offer queen-sized beds and solid oak furnishings. From engraved "Victorian Hearts" in the bed headboards, to sledback chairs...it's all handcrafted by the Silver Dollar City Furniture Factory.

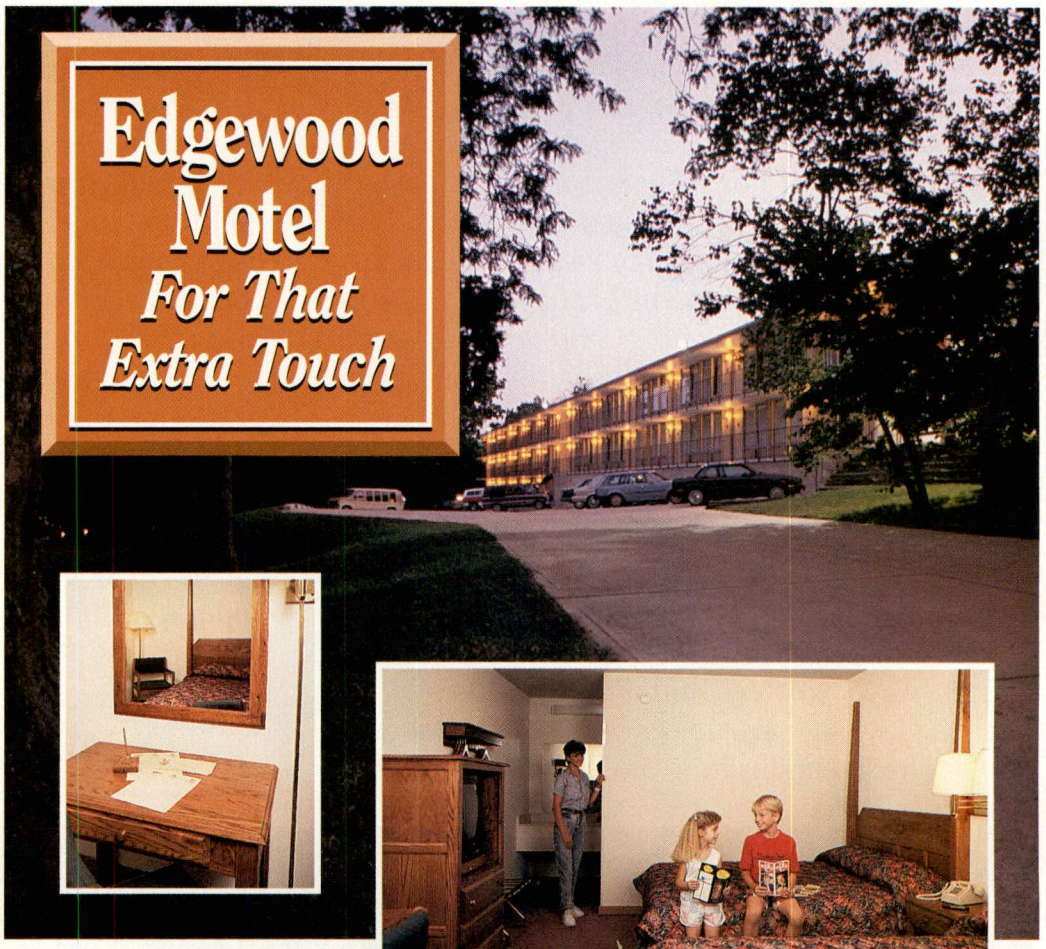
Enjoy the heated pool with a fun slide into the pool's shallow-end, shaded parasol tables, chaise lounges and plenty of sundeck room to relax and tan. Coin-op laundry, too.

Our brand-new Reunion Center makes a great place for families,

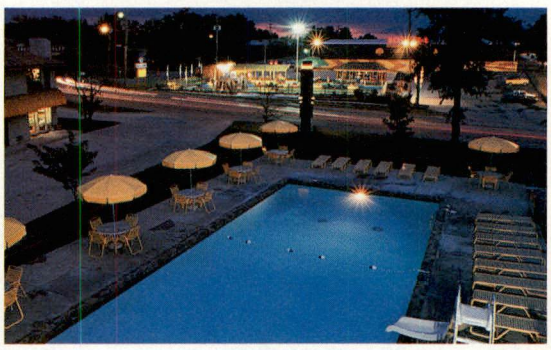


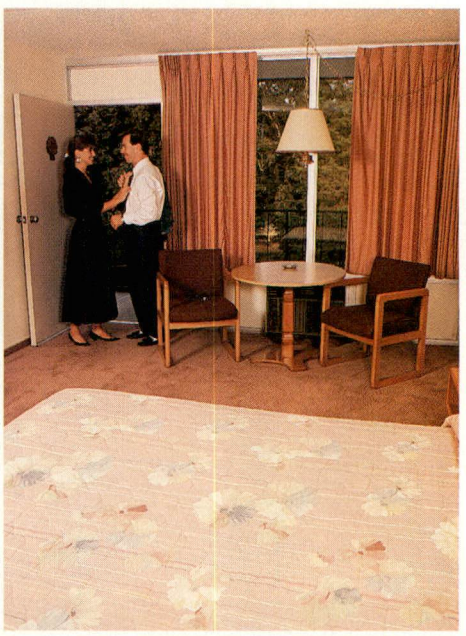
veterans, and other groups. The Reunion Center seats up to 100 inside and features a large covered deck, food serving area and restrooms. It's a free guest service at the Edgewood, so call today for complete reservation information.

As you come and go each day of your vacation, you'll appreciate that Edgewood extra touch!



1-800-641-4106 Toll-Free Reservations





Edgewood
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3 Diamond Rating

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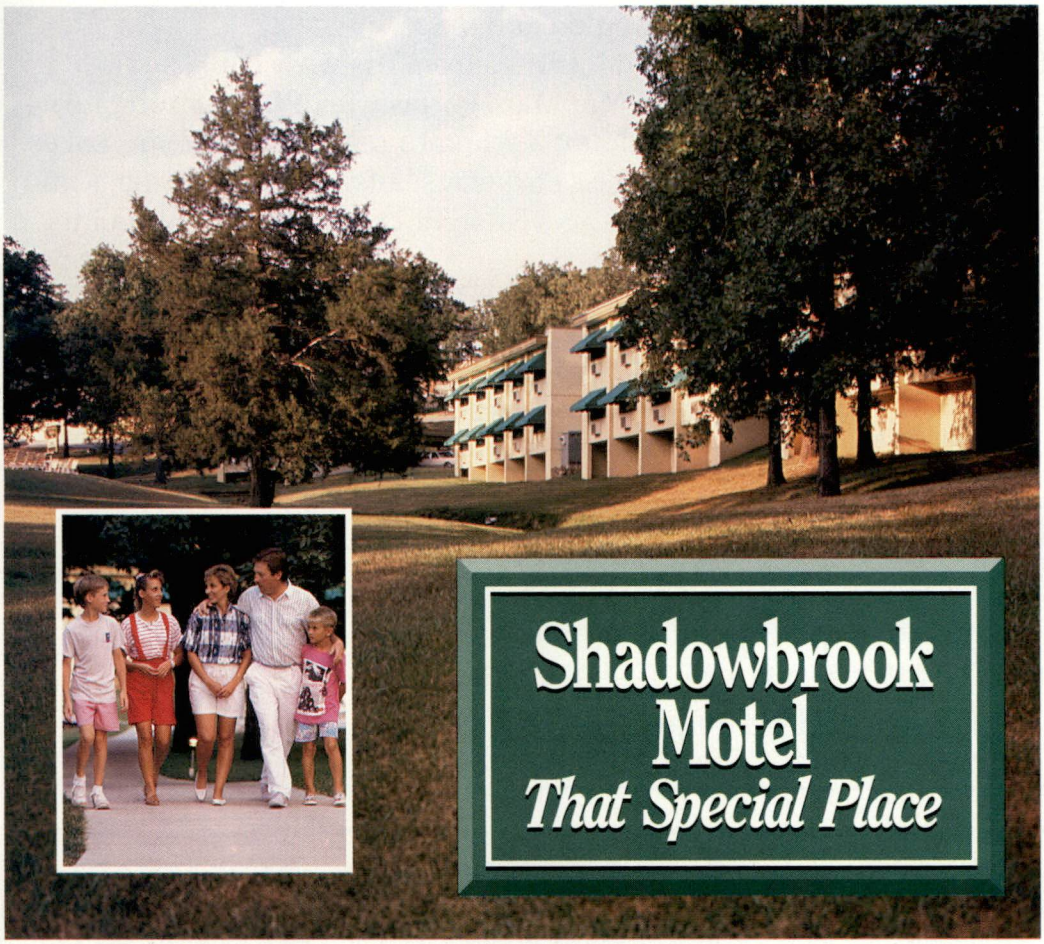

Shadowbrook's serene beauty makes it that special place where mornings seem fresher, daytime more pleasing and evening more charming and romantic.

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The heated pool is in a shady setting with a fun slide into the pool's shallow-end, parasol-covered tables plus plenty of comfortable chaise lounges and sundeck area.

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Prepare yourself for a world far apart from the crowds. Come experience your Branson vacation at the Shadowbrook Motel and enjoy secluded privacy admidst all the area's music shows, restuarants, shopping and attractions.



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SHADOWBROOK MOTEL

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(417) 334-4173

Driving . . . Continued from Page 93

area. Highway 265 intersects with West 76 about eight miles west of Downtown Branson, and about one mile east of the famous theme park Silver Dollar City and the Indian Point resort area on Table Rock Lake. About two miles east of Highway 265 is the Shepherd of the Hills Homestead and Outdoor Theatre, a popular theme park and historically significant attraction. *Alternate routes may appear to be the "long way around," but they can be time-savers for motorists.*

Vacationers arriving from the south will also enter the area on U.S. 65. Motorists making their first trip to the area are advised to exit at Bus. 65/Highway 248 to the Branson/Lakes Area Chamber of Commerce for information and maps.

Motorists from the west may use the Ozark Mountain Parkway exit from Interstate 44 near Mount Vernon to reach the Branson/Lakes Area. The Parkway leads to Reeds Spring, Kimberling City, Table Rock Lake and other points several miles west of Branson. It's a scenic and well-marked drive, connecting with West 76 at Lakeview. *Again — don't hesitate to study maps to choose your route into the Branson/Lakes Area.*

During the "peak"

Continued on Page 98

What is being done about the traffic?

Traffic is a leading concern in the Branson/Lakes Area, and for several reasons.

One reason is that heavy traffic means lots of visitors. Tourists are essen-

Continued on Page 100

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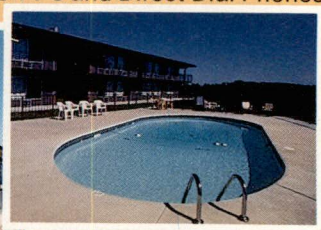



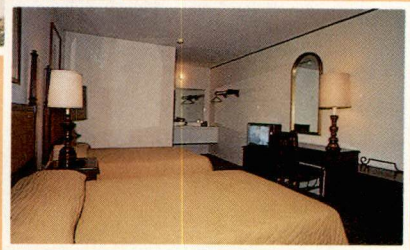

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On W. Hwy. 76



We've Put The Best Of Branson At Your Doorstep.

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- Across From Sadie's Sideboard Restaurant.
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- 140 Units Featuring King Leisure and Queen Double Rooms.
- Individual Heat/AC
- Color Cable TV
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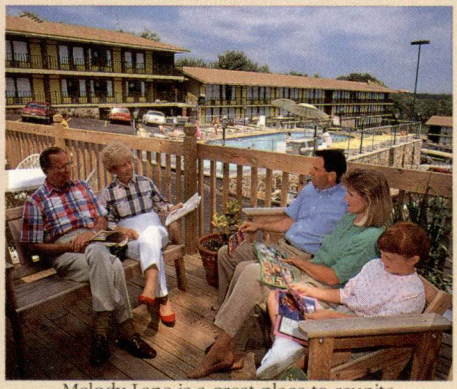
- Most Rooms are Ground Level Access.



Melody Lane is a great place to reunite the entire family.



Our King Leisure and Queen Double Rooms are colorful, spacious and unforgettably comfortable.



Lots of shaded seating for those quiet, relaxing times.



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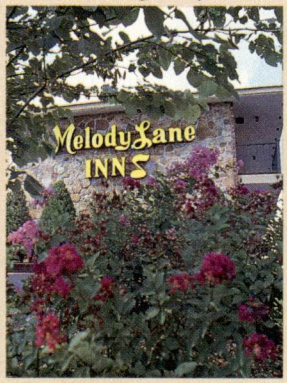

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In consideration of others, no pets, please.

Driving . . . Continued from Page 96

tourism season (June, July and August), the heaviest traffic times each day seem to be early afternoon (from noon until about 1:30 p.m.), from 6:30 to 8 p.m. when visitors leave daytime attractions to attend music shows, and from 10 to 11 p.m., as music shows close for the evening. Keep in mind that you could encounter slow-moving traffic, and allow plenty of travel time between departures and arrivals at attractions.

Familiarize yourself with Shepherd of the Hills Expressway, Gretna Road, Forsythe Street, Fall Creek Road, and the "Thousand Hills" streets to move more quickly through the commercial areas.

Other county roads and city streets are "short cuts" through the Branson area. Some are long-familiar routes to natives and frequent

Continued on Page 102

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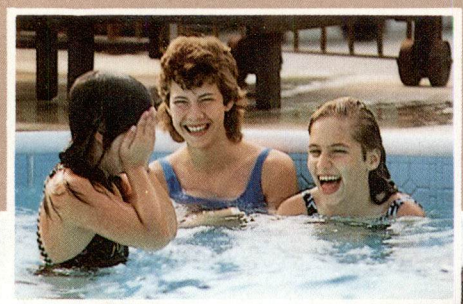






Traffic . . . Continued from Page 96

tial to the local economy.

Another reason is that heavy traffic can be a deterrent to return visitors. The residents realize that traffic jams can be frustrating experiences to vacationers, and could influence them from returning to the Branson/Lakes Area for future vacations.

And, roads can reach a capacity level of traffic. After capacity is reached, more cars can't fit on those roads. And that stymies the growth and development of the area, which can affect its future.

Action is being taken to ensure that the Branson/Lakes Area remains one of the Midwest's most popular vacation destinations.

The Missouri Highway and Transportation Department plans to invest $100 million in high-

Continued on Page 102

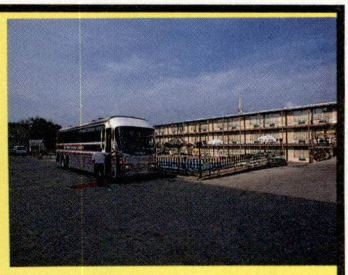
Family Rooms From $49.95

KIRKWOOD MOTOR INN

The Kirkwood Motor Inn, located on Highway 76, provides a special brand of fun in the beautiful Ozarks at Branson, Missouri.

It's the perfect location in the center of all the sights, sounds and activities.









WITHIN MINUTES TO:
- Silver Dollar City
- Shepherd Of The Hills Inspiration Tower
- White Water
- Wilderness Safari
- Factory Merchants Mall
- The Ducks Sightseeing
- Lake Taneycomo
- Table Rock Lake & Dam
- School of the Ozarks

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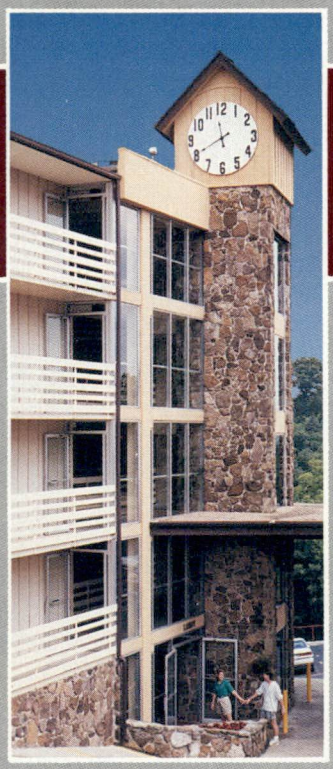
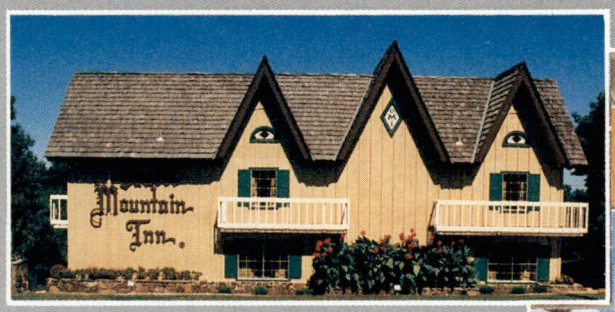
(800) 641-7343
(Not valid in Missouri)

Kirkwood Motor Inn Highway 76 West Branson, Missouri 65616



At the landmark clock tower...

Ozark Mountain Inn





We believe accommodations should be more than just a place to sleep. Enjoy our indoor pool and hot tub edged with native stone . . . within a five-story atrium. Glass enclosed elevator to all floors, of course. And a friendly, considerate staff is always at your service.

• King leisure rooms • Lovely double rooms • Queen rooms • Deluxe suites with two-person Jacuzzi • Water beds • In-room phones • Cable color TV • Individual heat and air conditioning • Sauna • Two hot tubs • Indoor pool • Outdoor pool • Complimentary coffee • Magnificent views from most rooms • Three Diamond AAA rated.









$2.00 OFF

THIS COUPON MUST BE PRESENTED UPON REGISTERING to receive $2.00 per room per day discount. Discount NOT valid Memorial, July 4th, Labor Day and Thanksgiving weekends, nor weekends in October, and not valid through any reservation service, nor with any other discounts or coupons.

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For information:
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For reservations only:
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Traffic . . . Continued from Page 100

way improvements in the next decade.

Taney County government officials have pledged their assistance in cooperative transportation projects.

Branson city government is carrying out plans to construct relief roads in the Branson area. A half-cent city sales tax approved by voters in August 1991 is dedicated to transportation, and city officials immediately began work on targeted relief routes.

Private business owners are joining governmental efforts to construct relief roads and connector routes. The "Thousand Hills" roads south of West 76 are examples of private sector action.

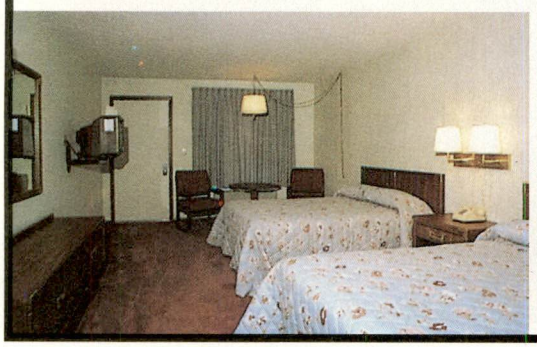
Results of an area-wide traffic and transportation study commissioned by the Branson/Lakes Area Chamber of Commerce are being developed into a "Master Plan" of traffic-related projects, to address current needs and to project needs for the next 20 years.

Traffic flow improvements are happening — with government on state, county and city levels, individuals and associations working together for the benefit of the Branson/Lakes Area.

Driving . . . Continued from Page 98

visitors, and others are under construction. The natives are happy to give directions — their two ways of perceiving the traffic are the same two ways visitors perceive it. Natives know the traffic is an indicator of success, and visitors can be assured that they have chosen a popular and worthwhile place to vacation. And the natives are happy to help visitors reach destinations more comfortably and quickly. *Updated maps and directions are available at the Branson/Lakes Area Chamber of Commerce Visitor Center — make it the first stop on your vacation!*







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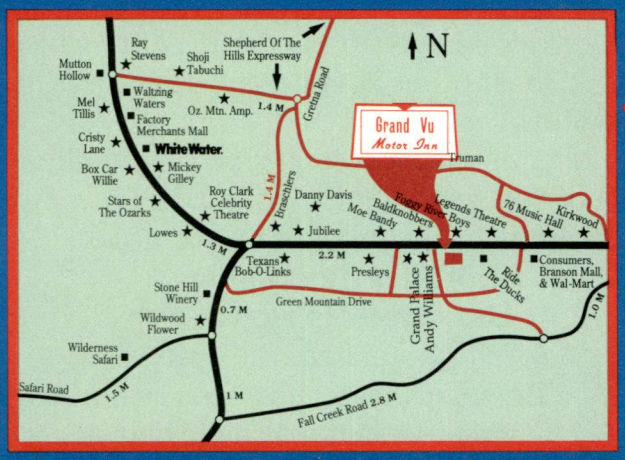
Large and beautiful for the guest who would like something a little nicer. Level parking. Walking distance to four restaurants and six music shows including Willie Nelson, Ray Stevens, and Johnny Cash.

★ Grand Vu Motor Inn ★

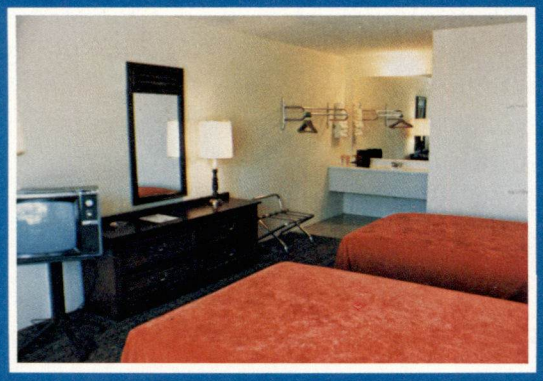
Located Within Walking Distance to Many Family Attractions



Centrally Located on West Hwy 76 Closest Motel to the New Traffic By-Pass Roads. Our Convenient Location Provides Easy Access to All 76 By-Passes, Shows and Varied Entertainment.



FOR YOUR PLEASURE – Dine At Our Restaurant Located Next To Motel



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Enjoy Our Fine Hot Tub, Conveniently Located Next To Pool



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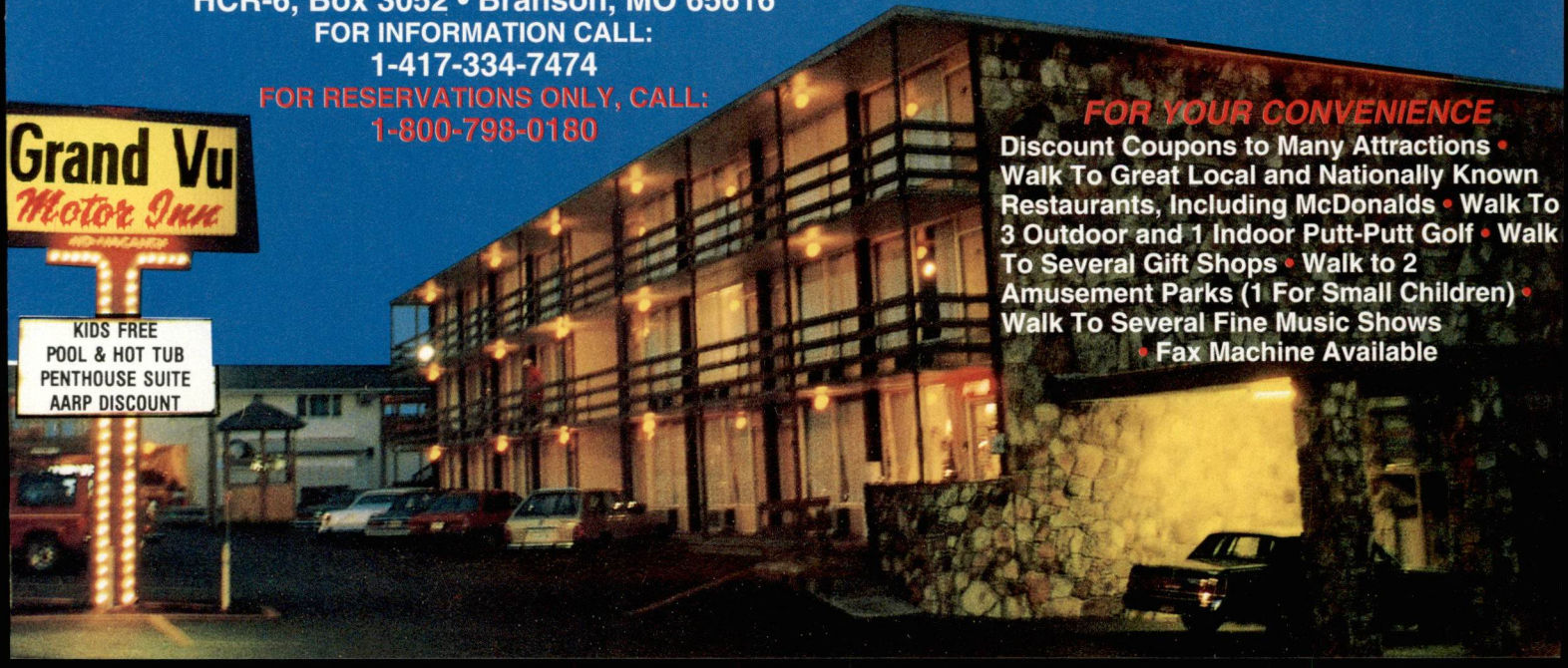

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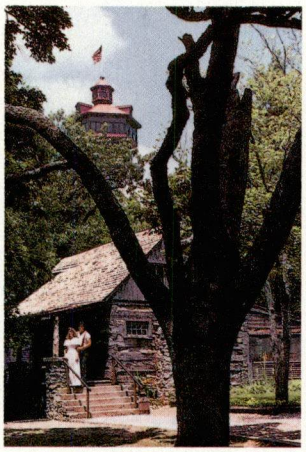
Landmarks link past and present

The history and culture of the Ozarks is preserved in landmarks reminiscent of its people and their lifestyle. At several locations in the Branson/Lakes Area, visitors can see tangible remains of Ozarks' past.

Three such landmarksresult from Harold Bell Wright's famous novel "The Shepherd of the Hills." **Old Matt's Cabin,** a registered national landmark at the Shepherd of the Hills Homestead, is open to visitors touring the theme park. The **Jim Lane Cabin** stands on West Hwy. 76 near the western edge of Branson. Further west on Hwy. 76 is the tiny **Notch Post Office**, which may be seen from the exterior.

Downtown Branson offers several historical buildings including the **Old Branson Hotel** and the **railroad depot** on Main Street. Both were built in 1905-1906 and survived a 1912 fire which destroyed most other commercial structures in the downtown area.



Hollister's most historic buildings still play major roles in community life. On Downing Street's south side is the old railroad depot, which houses **Hollister City Hall.**

The American House, a small former hotel near the east end of Downing Street, has been restored by volunteers and is used for meetings of civic organizations.

Bonniebrook, a 14-room mansion which was the home of "Kewpie" creator Rose O'Neill, is being rebuilt and refurnished to its former grandeur by an international organization.

Continued on Page 116

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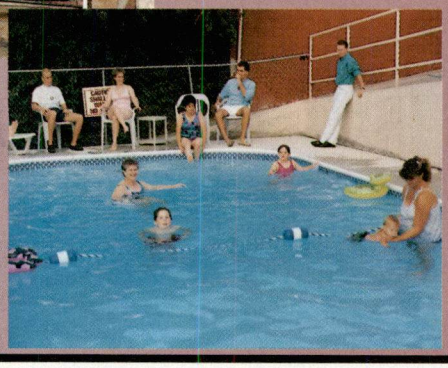

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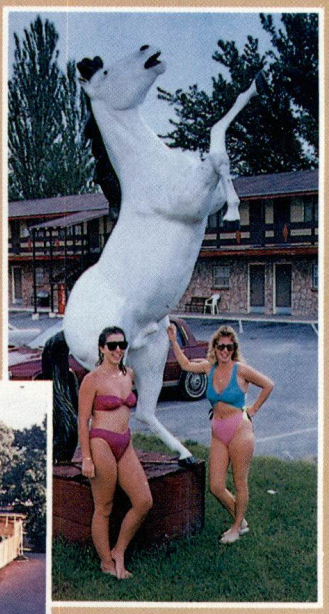

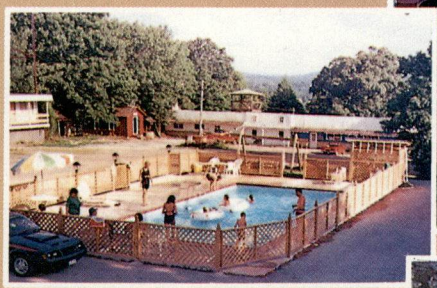

The rearing stallion is your landmark for one of the most conveniently located and affordable motels in Branson.

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The Dogwood Park Hotel is conveniently located at the beginning of 76 Country Music Boulevard where it intersects with U.S. Highway 65. We're within minutes of all area attractions!



When you're ready to see the sights, we'll show you the short cuts so you'll spend less time in your car and more where you're going.

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All major credit cards accepted. As always, children 12 and under are free. Sorry, no pets.

You Can Almost Hear The Music From Here.

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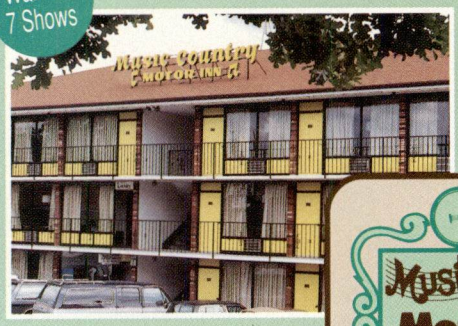

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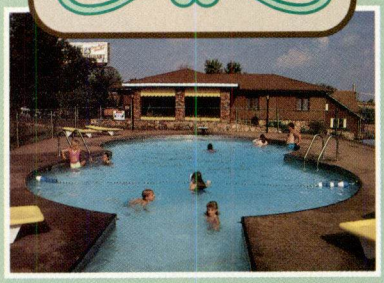



1-800-826-0368 Reservations Only
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Branson/Lakes Area: Country towns create wide appeal

A cluster of small country towns has worked together for many years to create an appealing vacation ambiance.

Collectively called the Branson/Lakes Area, the communities encompass an area most easily defined as the western half of Taney County and the southern half of Stone County. The common bonds are the lakes — Table Rock, Taneycomo and Bull Shoals — and the hilly, rocky terrain that makes the land more picturesque than practical for agriculture.

Natives capitalized on the natural beauty of the hills and lakes, turning the Branson/Lakes Area into what promises to become the leading

Continued on Page 108

Here's wishing you a dream vacation...







After a busy vacation day, come home to Ben's, noted for its luxury, comfort and convenience . . . at affordable rates. We have every amenity of a fine inn, including an olympic size pool.

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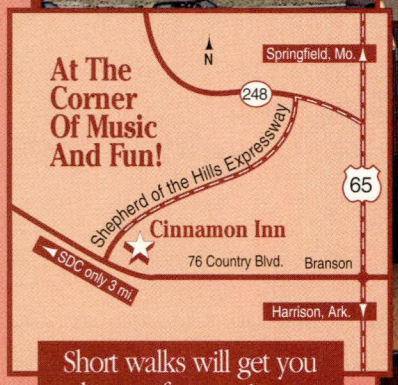


Short walks will get you to hours of entertainment.



The Cinnamon Inn's 75 rooms are clean, comfortable and especially quiet. Built in '91, our rooms feature king and queen beds, and remote color cable TV.



Our poolside pleasures are central and convenient.

Cinnamon INN

- Our location is on the corner of West Hwy. 76 and Shepherd of the Hills expressway. You can come and go much easier!
- All-new in '91, Cinnamon Inn offers fresh, clean comfort. Especially quiet.
- We're the closest motel to Silver Dollar City from Branson.
- Just 3 mi. to Silver Dollar City and only 1½ mi. to Shepherd of the Hills. • Free coffee room open at 7 a.m. daily.
- Across from Ray Stevens Theater plus the brand-new Willie Nelson Theater.
- Walk to Johnny Cash Country and Shoji Tabuchi Shows.
- A total of 10 music shows under one mile from our motel. Walk to several!
- Many choice restaurants to walk to.
- Coin-op laundry.
- Convenience store adjacent to motel.
- Close to Factory Merchants Mall & White Water.

Reservations: 1•800•443•8694

For motel and area information: 1-417-334-8694

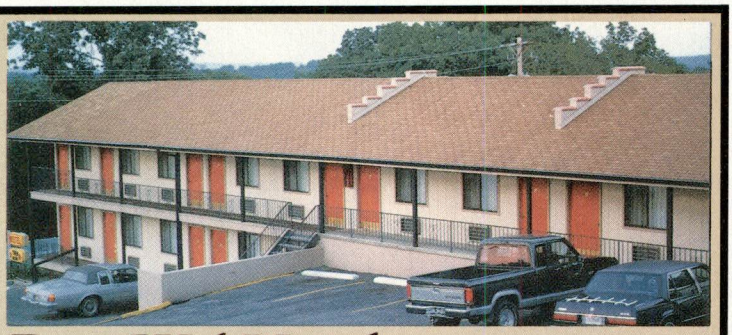
HCR 1, Box 762, Branson, MO 65616 Major Credit Cards. No pets please.

Towns . . . Continued from Page 106

vacation destination in Mid-America.

Branson is the largest of the cluster of communities, with a surprisingly small population of about 3,700. Two distinct areas make up the whole of the city: the Downtown area near Lake Taneycomo, and the famous West 76 area. Lake Taneycomo forms the southern and eastern boundaries of the Downtown area, the heart of the permanent community. More than 100 years old, the Downtown area thrives today with all the retail businesses and services you would expect in a small town, plus enough gift shops, specialty stores and fun places to go to make the Downtown area an attraction in itself. Progressive city government and an energetic downtown business organization have created an appealing balance of shopping opportunities, services and leisure activities for residents and visitors alike. Improvement and beautification programs have resulted in construction of a seawall and scenic walkway stretching along Lake Taneycomo from the foot of Main Street to North Beach Park. Also along the Downtown shoreline you will find many resorts, commercial fishing docks and several popular lake cruise attractions. The bustling activity in Downtown Branson reflects the vitality of a thriving community, while it retains the country town atmosphere that gives it so much appeal.

The West 76 area, developed in the past 30 years, is the road to dozens of music shows and



Rest-Wel Motel A quarter mile off Hwy. 65 on W. 76, within walking distance of restaurants, and three blocks from tennis courts, basketball and picnic area. Pool • AC • Cable TV • Free morning coffee • Spring and Fall rates • MC, Visa and Discover.

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- Reservations service to all local shows upon request.
- Across from White Water
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Present this coupon upon registering to receive $3.00 off per room (per day). Discount not valid through any reservation service, and not good in conjunction with any other discount, holiday or weekend. Offer void unless presented upon registration. Coupon good only Friday & Saturday.

attractions, and to hundreds of shops, motels and restaurants. On West 76 several miles outside the city limits are the leading attractions Silver Dollar City and Shepherd of the Hills Homestead and Outdoor Theatre, and the space between Downtown Branson and those landmarks makes up 76 Country Boulevard (West 76). Whether it's the lakes, the scenery, the theme parks, the music shows, the shopping or something more that brings you to the Branson/Lakes Area, the trip isn't complete if you don't spend time on West 76.

Just across Lake Taneycomo from Branson is **Hollister**, a quaint and historic small city that once led Branson as a tourism destination. Hollister's train depot, now preserved as the City Hall, was once the first stop for hundreds and hundreds of visitors. The depot overlooks Downing Street with its carefully preserved English Tudor architecture. Behind the Tudor

Continued on Page 110

BLUE BAYOU MOTOR INN
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Located on West Hwy. 76. Walk to many attractions: • Country Music Shows • Roy Clark Theatre • Bumper Boats • Go-Cart Tracks • Game Rooms • White Water Park • Shops • Restaurant & Lounge • King • Double King • King Waterbeds • Three Bed Units • 3 Pools — 1 Indoor — 2 Outdoors • A Few Minutes to Silver Dollar City & Shepherd of the Hills • Bus Tours Welcome

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Walk To:
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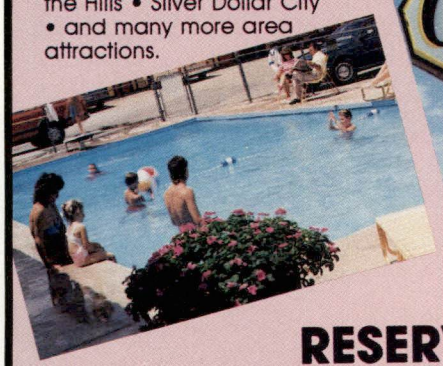
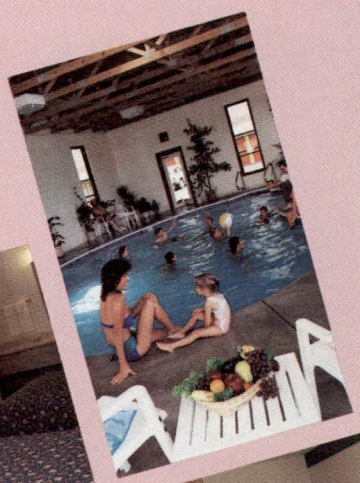
Centrally Located To:
• Table Rock Lake • Lake Taneycomo • Shepherd of the Hills • Silver Dollar City • and many more area attractions.













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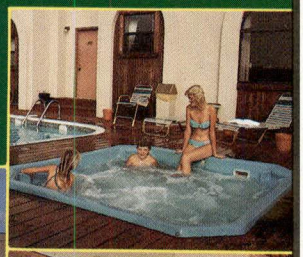

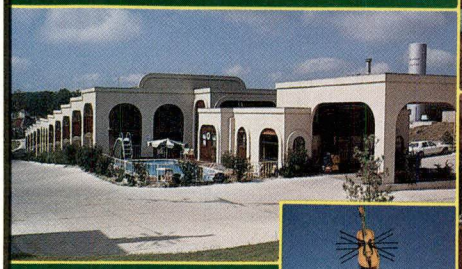



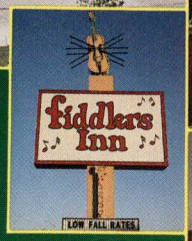



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Towns . . . Continued from Page 109

facade are many active, modern businesses, as well as some fascinating antique shops.

Also just across Lake Taneycomo is **Point Lookout**, home of the College of the Ozarks. The four-year liberal arts college is famous for its work-study program, making higher education available to students from families of all income levels. The campus is also home to several attractions, including the Ralph Foster Museum, Edwards Mill, M. Graham Clark Airport, and the college's renowned horticulture and agriculture programs.

East of Branson on Lake Taneycomo is **Rockaway Beach**, with a long tradition of family vacation enjoyment. Its reputation as a tourism destination precedes Branson's by many years, and continues to draw thousands of families and fishermen to its hundreds of vacation cabins. Within a few miles of Branson, it affords a quieter, less populated view of the Ozarks but al-

We at OZARK WESTERN MOTEL would like to extend an invitation to you to stay with us when you visit Ozark Mountain Country this year.

We have a 68 room motel right in the heart of what's happening. We are located on West Highway 76, close to several major Music Shows and many other attractions. We are only 1 mile from WhiteWater, 4 miles from the Shepherd of the Hills, and a mere 6 miles to Silver Dollar City.

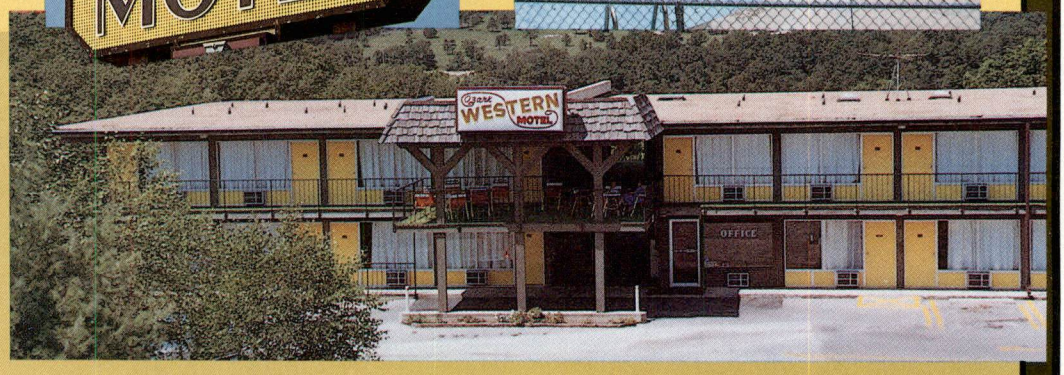
Our motel is adjacent to a miniature golf course, ice cream parlor, gift shops, and "Uncle Joe's Bar-B-Que" restaurant. We have a swimming pool with slide, direct dial phones, cable color TV & Showtime, individual heating & air conditioning units, kids free, no pets.

We welcome large groups and bus tours, and are happy to make special accommodations & music show reservations to please.

For more information and reservations, please call 417-334-7000, or write OZARK WESTERN MOTEL, at P.O. Box 549, Branson, MO 65616. For reservations only call 800 343-9302.







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OZARK WESTERN MOTEL

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① ④ ⑦ ⑨ ⑬ HWY. 76

65 ⑲ ⑱ BRANSON TANEYCOMO

1. Silver Dollar City & Marvel Cave Park
2. Shepherd of the Hills
3. WhiteWater
4. Box Car Willie Music Show
5. Mickey Gilley Theatre
6. Roy Clark Theater
7. Bob-O-Links Country Hoe Down
8. Ozarks Country Jubilee
9. Presley's Mountain Music Jubilee
10. Moe Bandy Theatre
11. Baldknobbers
12. Track 2-go cart arcade
13. The Duck-river ride
14. Foggy River Boys
15. Legends
16. Cool Off-water slide
17. 76 Music Hall
18. Pirate Cruise
19. Lake Queen Scenic Cruise

lows easy access to all the attractions.

At the foot of Lake Taneycomo and the head of Bull Shoals Lake is **Forsyth**, the Taney County seat of government and the historical heart of the Lakes Area. When the Ozark Beach Dam (Powersite Dam) was built in 1913, the entire town was moved to its present site on higher ground. Forsyth has kept all the best characteristics of small-town life in the Ozarks. You'll find a laid-back lifestyle and an active social community. Forsyth offers plenty of retail businesses and services, and has a flourishing tourism trade from fishing enthusiasts.

Also part of western Taney County are the quiet rural communities of Walnut Shade and Merriam Woods northeast of Branson, Kirbyville directly east, Ridgedale directly south and **Table Rock** southeast of Branson.

West of Branson just off Highway 76 in Stone County is the village of **Indian Point**, the Lakes Area's newest incorporated community. Consisting largely of lakeside resorts, the village is a model of cooperative effort. In the years before attaining village status, the Indian Point community adopted a voluntary surcharge to help pay for community improvements, including road maintenance, lighting and beautification.

Lakeview, at the intersection of Highways 76 and 13, has only a handful of residents but a big business atmosphere. A shopping mall and dozens of other businesses make it one of the most active commercial communities in the Lakes Area. Not far from Table Rock Lake, the town frequently hosts crafts fairs and community activities.

Kimberling City, south of Lakeview on Highway 13, was founded shortly after Table Rock Dam was completed and the lake was filled. Only about 30 years old, it is a favorite retirement area and an increasingly popular tourism destination. Containing everything you'd want in a modern small town, plus a lot of extras, Kimberling City also has tremendous appeal for

Continued on Page 112



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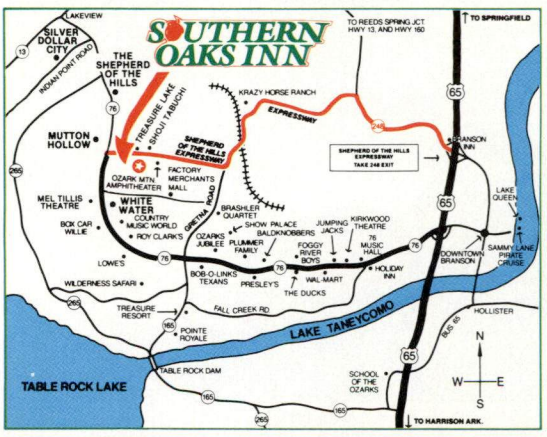
- Conveniently located to Silver Dollar City, Shepherd of the Hills, White Water & Music Shows
- Located .4 of a mile East of 76 Country Boulevard on Shepherd of the Hills Expressway



Towns . . . Continued from Page 111

young families. The lakeside community's progressiveness is unmistakable, although it retains an uncluttered country atmosphere.

Further south on Highway 13 is the tiny town of **Lampe**, and even further south, straddling the Missouri/Arkansas line is **Blue Eye.**

North from Lakeview on Highway 13 is **Reeds Spring**, an old community named for a spring in the center of town. It's a fun place to browse through antique shops and flea markets, and is surrounded by appealing countryside.

West of Reeds Spring on Highway 76 is **Cape Fair**, a quiet resort community on Table Rock Lake.

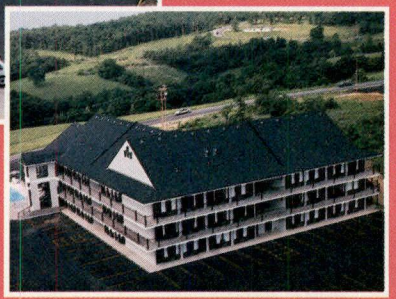
These towns and villages and their residents make up the Branson/Lakes Area. When you look for bright lights and activities, quiet countryside and scenery, or a combination of the two, you'll find your favorite vacation spot in the Branson/Lakes Area.





Expressway Inn

On the Shepherd of the Hills Expressway
Reservations only: 1-800-688-3682
All other calls: 1-417-334-1700
HCR 6 Box 3370 Branson, MO 65616



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- 2 Queen-size Beds each Room
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- Spectacular View of the Ozarks



- Ample Level Parking
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- Courteous Staff
- Free Coffee During Office Hours



- Outdoor Pool
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Great Vacations In Branson, Start At A Great Location.



- Located at the W. Hwy. 76/Shepherd of the Hills Expressway intersection!
- Branson's closest motel to Silver Dollar City & Shepherd of the Hills.
- Surrounded by Branson's music shows.
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Breakfast featuring scrambled eggs, sausage, smoked ham, bacon, country potatoes, biscuits, sausage gravy, apple muffins, donuts, cinn. rolls.

For Your Convenience, Silver Dollar City's "Play Another Day" Tickets Available.

PLAZZ Restaurant

All-you-can-eat dinner! Dine on a deck overlooking Pointe Royale golf course! Buffet 7 days a week…50 salads, 9 meats, ice cream bar & drink.



2 Nights Lodging at Honeysuckle Inn, Branson's most convenient location and Branson's closest motel to Silver Dollar City.



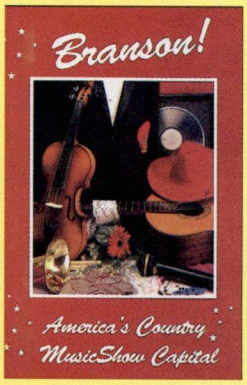
The Shoji Tabuchi Show is the talk of the town! Each of his six different shows have a touch of class…seeing them is a delightful experience!



Ride The Ducks is a unique sightseeing experience It's a 70-min. excursion of the area featuring a cruise on Table Rock Lake.



The show that started it all in Ozark Mtn. Country is the Baldknobbers--Country music and comedy…more fun than ever in our 33rd season.



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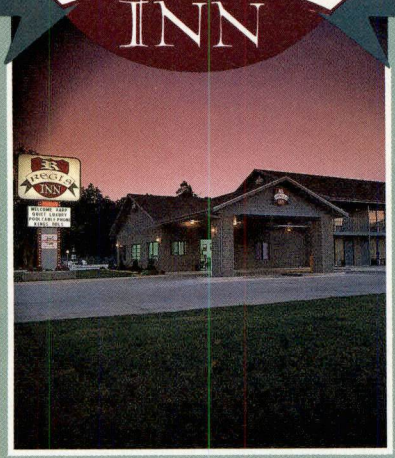
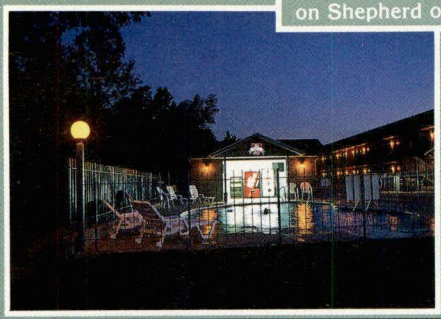
- Picnic Area
- Easy Access to Major Attractions
- Across Street from New Shoji Tabuchi Theatre



on Shepherd of the Hills Expressway



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- Open for Ozark Mountain Christmas.

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Owners:
Reg and Bev Parsons

Time line . . . Continued from Page 89

Now."

•Eleven music shows stay open for "Ozark Mountain Christmas."

1990

•Mel Tillis moves to Branson and opens the Mel Tillis Ozark Theatre on West 76 in Shoji Tabuchi's former location.

•Shoji Tabuchi builds and moves into a new theater on Shepherd of the Hills Expressway near West 76.

•Mickey Gilley opens Mickey Gilley's Family Theatre in the former Country Music World Theatre.

•Danny Davis and the Nashville Brass move into the Show Palace building on West 76. Ozark Mountain Opry performs matinees.

•The Stars of the Ozarks theater opens in the building formerly called Cody Country. John and Paul Cody and Steve Hall and the puppet "Shotgun Red" are featured. Recording artist and

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WALK TO: *Shoji Tabuchi - Ray Stevens - Ozark Mt. Amphitheater*

comedian Jim Stafford joins Stars of the Ozarks in the fall.

•76 Music Hall becomes the first theater to offer three different shows daily.

•Darrell and Rosie Plummer of the Plummer Family Theatre retire from the stage, selling their theater to entertainer Moe Bandy.

•The Legends Theatre opens on West 76 featuring Aaron Patrick. Patrick leaves the theater in October, and the Blackwoods begin performing there.

1991

•Ray Stevens opens the Ray Stevens Theatre.

•Moe Bandy opens Moe Bandy's Americana Theatre.

•Jeannie Pruett and Buck Trent open a dinner theater on Hwy. 165 near Branson.

•Jim Stafford becomes the featured performer at Stars of the Ozarks theater.

•Construction begins on the 4,000-seat "Grand Palace," built by the owners of Silver Dollar City on the Thousands Hills development on West 76. The theater would feature celebrity hosts Louise Mandrell and Glen Campbell as well as guest stars.

•Mel Tillis holds a ground-breaking for his new theater to be built on U.S. 65 at the northern edge of Branson.

•California businessman David Green announces that Johnny Cash would headline one of two theaters in a several-phase recreational development on West 76. The theater featuring Cash would open in 1992.

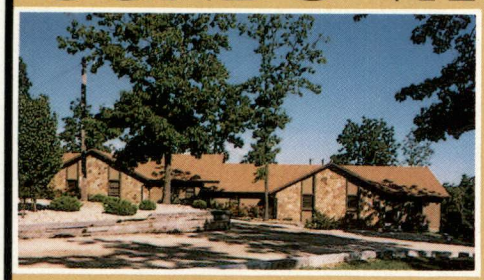
•Andy Williams announces plans to build Andy Williams' Moon River Theatre as part of a lodging and entertainment complex on West 76.

•Willie Nelson announces that he will perform in 1992 in the theater being vacated by Mel Tillis. The theater was to be renamed Willie Nelson's Ozark Theatre.

•The Gatlin Brothers announce that they

Continued on Page 116

NOTCH ESTATES CONDO VACATIONS!



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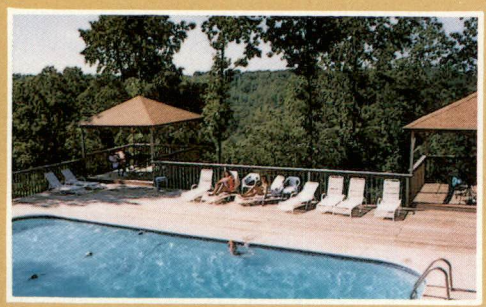





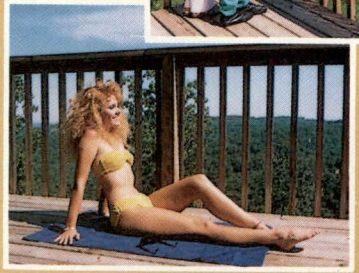

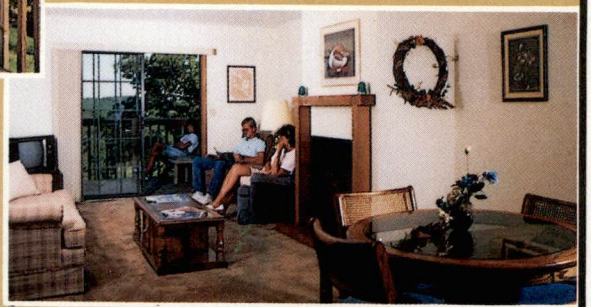

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Time line . . . Continued from Page 26

will headline one of two theaters to be built by Global Productions, a Texas company, on the new Forsythe Street just off U.S. 76.

•Developers of Celebration Theater, featuring contemporary Christian and gospel music, announce that it will open in 1992.

Future

Other future plans include a theater to be built by Stars of the Ozarks owners Jess and JoAnn Wintermute as part of a new development on West 72 for 1992 or 1993.

•David Green's second theater and other portions of his recreational development are expected to open in 1993.

•A $13 million showboat and landing project on Table Rock Lake by the owners of Silver Dollar City are slated for 1995.

•Silver Dollar City also plans to develop The Grand Village, a three-phase, $27 million entertainment, shopping and dining complex adjacent to The Grand Palace on West 76. Phases are scheduled for completion in 1993, 1995 and 1998.

Music "timeline" information courtesy of Jimmy Lancaster, Tri-Lakes Newspapers, Branson, Mo.

Landmarks. . .Continued from Page 104

Located about eight miles north of Branson near U.S. 65, Bonniebrook will be maintained as a museum to house O'Neill's artworks and possessions. The original mansion was destroyed by fire in 1947, and the rebuilt Bonniebrook will be open as an attraction when the refurnishing phase is completed.

Many other sites of historical interest are located in the Branson/Lakes Area. More information may be obtained by contacting the Branson/Lakes Area Chamber of Commerce.

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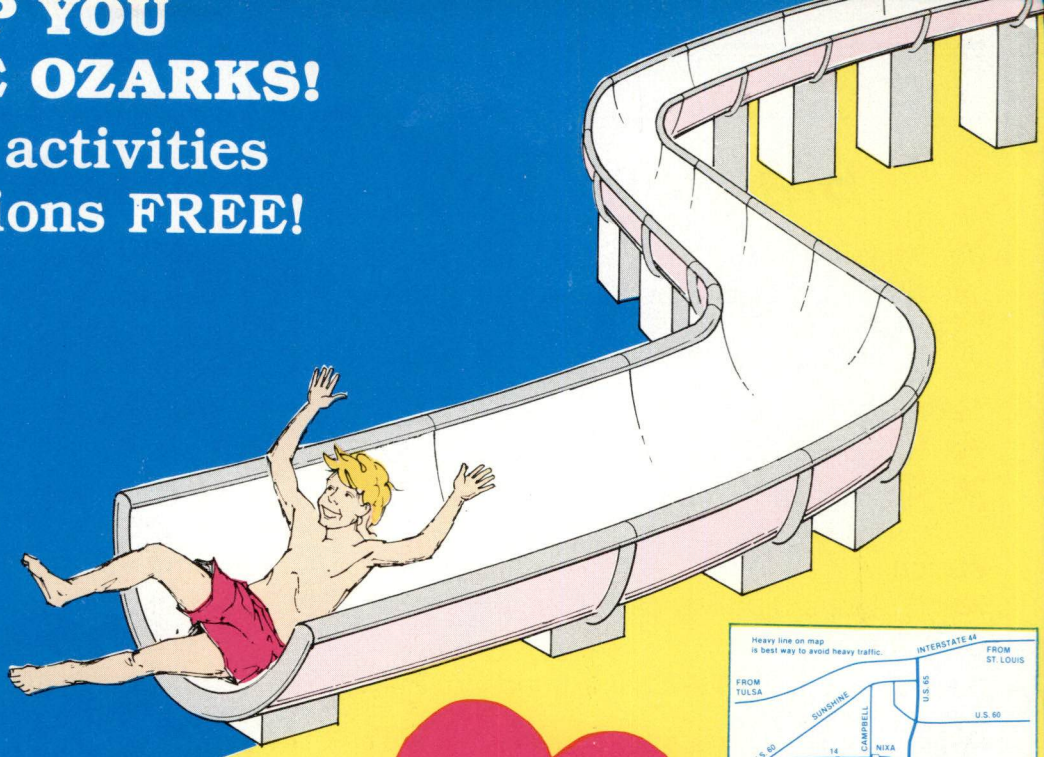

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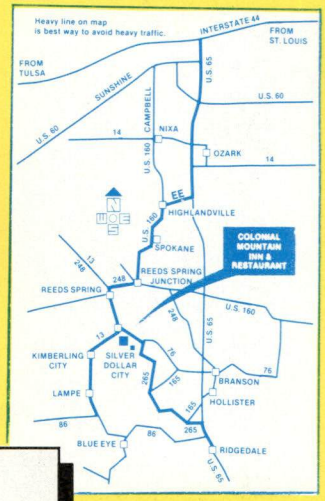

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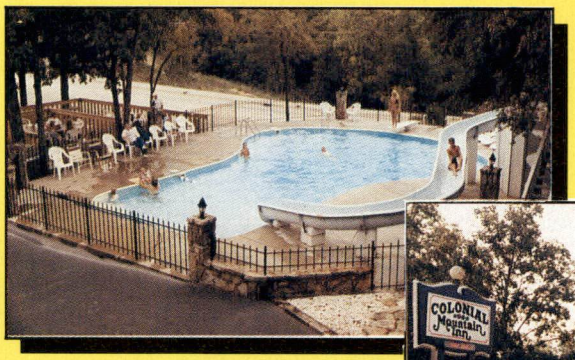



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Branson/Lakes Area 1992 Special Events

January

Jan. 27: Lions Club Stew Dinner, Kimberling City, 739-2564

February

Feb. 20 - Mar. 20: Children's Art Show, Lakeview, 739-2564

March

Mar. 7: Lions Club Pancake Breakfast, Kimberling City, 739-2564
Mar. 13-May 9: White Bass Round-Up, Bull Shoals Lake, 546-2741

April

April 3 & 4: Home Show, Shell Knob, 739-2564
April 4-25: Annual Fine Art Show, Forsyth Art Guild, 546-5439
April 4: Lions Buddy Bass Fishing Tournament, Table Rock Lake, 739-2564
April 5-12 : Open House, Bonniebrook, 334-3273
April 9-12: Kewpiesta, Branson Holiday Inn, 334-3273
April 11: Coors Cerebral Palsy Golf Tournament, Kimberling City, 739-2564
April 18: Spring Fling, Kimberling City, 739-2564
April 18-May 3: Flower and Garden Festival, Silver Dollar City, 338-2611
April 24-26: Shriner's International Buddy Bass Fishing Tournament, Table Rock Lake, 739-2564
April 30-May 16: Spring China Show, Forsyth Art Guild, 546-5439

May

May 9: White Bass Fish Fry, 546-2741
May 9: Sixth Annual Judged Art Show, Lakeview, 739-2564
May 9: Wal-Mart MDA Fishing Tournament, Kimberling City, 739-2564
May 14-16: State of the Ozarks Fiddlers Convention, Compton Ridge, 338-2911
May 21-23: Spring Craft Festival, Downtown Branson, 334-1548
May 23-Aug. 23: Country Home Decorating Show & Sale, Silver Dollar City, 338-2611
May 23-Aug. 23: Woodland Workshop, Silver Dollar City, 338-2611
May 29-31: Ozark Mountain Craft Show, Lakeview, 272-8100
May 30 & 31: Central Pro-Am Fishing Tournament, Table Rock Lake, 739-2564

June

June 6: Band and Fair Organ Rally, Mutton Hollow Craft Village, 334-4947
June 6: Antique Tractor and Engine Show, Shell Knob, 739-2564
June 12-21: American Folk Music Festival, Silver Dollar City, 338-2611
June 13 & 14: Oaklawn Downs BBQ and Pig Races, Cape Fair, 739-2564
June 20: Arts & Crafts Show and Sale, Shell Knob, 739-2564

July

July 3-31: Starving Artist Show, Forsyth Art Guild, 546-5439
July 4: Fireburst '92, Kimberling City, 739-2564
July 4: Fireworks Display, Cape Fair, 739-2564
July 10-12: Ozark Mountain Craft Show, Lakeview, 272-8100
July 15-18: Taney County Fair, Forsyth, 546-2741
July 18: Tri-State Barbershop Music & Outdoor Show, Shell Knob, 739-2564

August

Aug. 6-8: 21st Annual White River Valley Arts & Crafts Fair, Forsyth, 546-2741
Aug. 7-9: Ozark Mountain Craft Show, Lakeview, 272-8100
Aug. 8: Storytellers Festival, Lakeview, 272-8100
Aug. 22: 5th Annual Oldtime Fiddle Contest, Downtown Branson, 334-1548
Aug. 29-Sept. 13: National Quilt Festival, Silver Dollar City, 338-2611

September

Sept. 4-6: Ozark Mountain Craft Show, Lakeview, 272-8100

Continued on Page 120

The Chamber Visitor Center -- Your first vacation stop

Make your first vacation stop at the Branson/Lakes Area Chamber of Commerce.

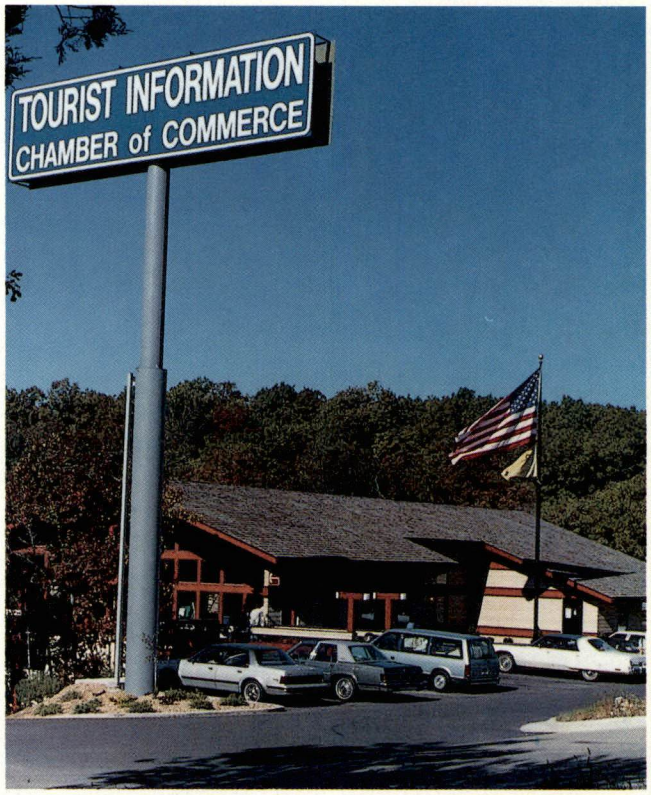
Just follow the signs from major roadways near Branson — you'll find a warm welcome at the Chamber's Visitor Center, just west of U.S. 65 on Mo. 248 at the north edge of town. Colorful brochures and detailed maps will help you find lodging, restaurants and attractions and answers to your questions. And there's plenty of other information to help you enjoy your stay.

Physical locations of businesses, directions to alternate driving routes, accommodations offering special features, and many other types of information are available.

Many thousands of vacationers found what they needed to know about the Branson/Lakes Area at the Visitor Center, new in 1990. The spacious and contemporary building also houses the Chamber's administrative offices and mailing center.

It's also a source of information for people who are interested in year-around living in the Ozarks, with frequently updated facts on all the elements of community life.

A professional staff awaits you at the full-service Chamber of Commerce, ready to make your stay in the Branson/Lakes Area the best vacation yet.



SLIP AWAY TO
Branson
& THE LAKES AREA

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Inquiries for the Branson/Lakes Area Chamber of Commerce may be addressed to P.O. Box 220, Branson, MO 65616; 417-334-4136; FAX 417-334-4139.

Officers: John Kerr, President; Gail Myer, Rich Rodenberg, Dave Cushman, Al Zuercher, Vice Presidents; Thomas Wilson, Secretary; Bob McDowell, Treasurer.

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Calendar . . . Continued from Page 118

Sept. 11 & 12: Square Dance Weekend, Compton Ridge, 338-2911
Sept. 16-Nov. 1: National Crafts Festival, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Christmas Crafts Market, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Cross Stitch Show & Sale, Silver Dollar City, 338-2611
Sept. 17-19: State of the Ozarks Fiddlers Convention, Compton Ridge, 338-2911
Sept. 18 & 19: Country Fair Days, Shell Knob, 739-2564
Sept. 18-20: Ozark Mountain Craft Show, Lakeview, 272-8100
Sept. 19: Fifth Annual Antique Auto Show, Mutton Hollow Craft Village, 334-4947
Sept. 19-Oct. 31: Fall Harvest, Shepherd of the Hills Homestead, 334-4191
Sept. 25 & 26: Roy Clark's Celebrity Pro Fishing Tournament, Table Rock Lake, 334-4136
Sept. 25 & 26: Harvest Moon Fall Festival, Forsyth, 546-2741

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October

Ot. 1-20: Ozark Mountain Country Fall Foliage Drive, Forsyth Area, 546-2741
Oct. 2-4: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 3-31: Annual Fall Show, Forsyth Art Guild, 546-5439
Oct. 5 & 6: Fall Fest and Old Fiddlers Contest, Reeds Spring, 739-2564
Oct. 9: Third Annual Jim Linzy Team Muleshoeing Contest, Mutton Hollow Craft Village, 334-4947
Oct. 10: Seventh Annual MO/OK Horseshoeing Contest, Mutton Hollow Craft Village, 334-4947
Oct. 10: Oktoberfest, Kimberling City, 739-2564
Oct. 12: Lions Club Chili Supper, Kimberling City, 739-2564
Oct. 16-18: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 17 & 18: Fall Festival of Arts, Kimberling City, 739-2564
Oct. 23-25: Ozark Mountain Craft Show, Lakeview, 272-8100

November

Nov. 12-Dec. 20: Old Time Country Christmas, Silver Dollar City, 338-2611 (Thurs.-Sun.)
Nov. 13-Dec. 20: "The Newborn King", Shepherd of the Hills Homestead, 334-4191
Nov. 13-Dec. 24: Christmas Bazaar, Forsyth Art Guild, 546-5439
Nov. 21: Holiday Open House, Downtown Branson, 334-1548

December

Dec. 5: Christmas Parade, Kimberling City, 739-2564
Dec. 5: Christmas Parade, Reeds Spring, 739-2564
Dec. 6: 44th Annual Adoration Parade and Lighting Ceremony, Branson, 334-4136







1992 Ozark Mountain Christmas!

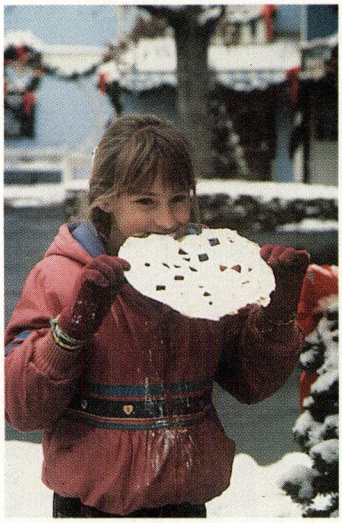
& Festival of Lights

Discover a new tradition . . . Ozark Mountain Christmas!

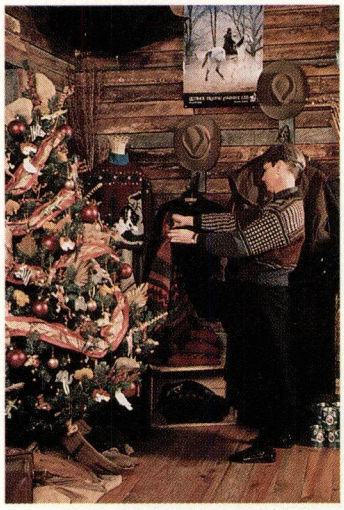


The fun doesn't stop when the temperature drops in the Branson/Lakes Area!

Ozark Mountain Christmas each November and December is an increasingly popular time to visit, and promises to grow into the largest winter attraction in the Midwest.



Theme parks, music shows and major holiday events are surrounded by the "Festival of Lights" — a spectacular lighting display uniting several communities. Day and night, winter visitors will find plenty to see and do in the Branson/Lakes Area.

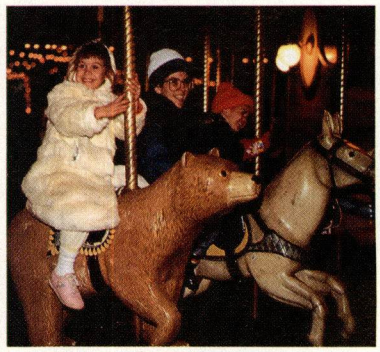


The Branson Area Festival of Lights features streets lit by more than two hundred stars, leading to major animated displays viewed from the Taneycomo lakefront and in other areas of the city. Edgelit buildings and decorated landscapes can be seen throughout the area, and large displays are featured at several local businesses. The lighting display continues well into the new year. The lighting festival is an additional reason to visit Branson, famous for its Adoration Parade and Lighting Ceremony, traditionally held the first Sunday in December. The unusual evening parade is the largest in the Lakes Area, and is capped each year by a musical ceremony as the giant nativity scene atop Mount Branson is lit.

Another tradition of Ozark Mountain Christmas is a special musical benefit show featuring many of Branson's popular entertainers.

Indian Point residents offer the "Enchanted Forest" — a unique display of colorful ground-lit trees and landscaping, sponsored by the Village of Indian Point.

In the Kimberling City area, miles and miles of glistening lights interspersed with major displays are featured in "The Great White Way." The Table Rock Lake/Kimberling City Area Chamber of Commerce coordinates the display, which includes the communities of Kimberling City, Lakeview, Stoneridge, Reeds Spring and Lampe.



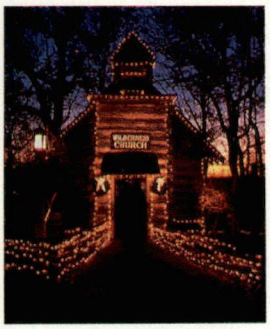
Also part of the "Festival of Lights" are special lighting displays in the cities of Springfield, Ozark and Nixa, all just a short drive north of the the Branson/Lakes Area.

The nighttime lighting is an additional attraction to the fishing, shopping and sightsee-



ing. Major attractions such as Silver Dollar City and Shepherd of the Hills are open on special holiday schedules for activities during Ozark Mountain Christmas.

At Silver Dollar City, visitors can experience the Ozark holiday festivities of a century ago during "Old Time Country Christmas." The famous theme park is the center of old-fashioned holiday events, decorations, crafts and foods.

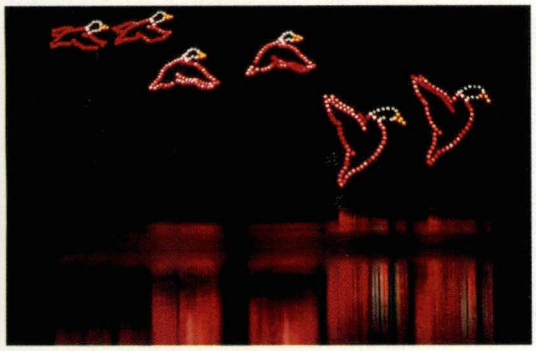


At Shepherd of the Hills Homestead and Outdoor Theatre, "The Newborn King" outdoor evening pageant is enacted during the holiday season. Christmas crafts, Clydesdale-drawn sleigh rides and other special activities are featured.

Many of Branson's popular music shows remain open on special schedules to entertain visitors, and dozens and dozens of unique shops offer holiday gifts for everyone on your shopping list.

Visitors are also invited to attend community activities and events of the holiday season.

Many motels, campgrounds and resorts stay open to provide comfortable accommodations for Ozark Mountain Christmas visitors.





O Z A R K

MOUNTAIN·CHRISTMAS

Dates and times of specific events, as well as schedules of attractions and businesses open during Ozark Mountain Christmas, are available by contacting: Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616 417-334-4136.

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Moe's Old Time Photos 334-2004

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Apple Tree Mall 335-2133
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See ad. 334-4595
Mutton Hollow Craft Village
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MUSEUMS

Harold Bell Wright Theatre 334-0065
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MUSIC SHOWS

76 Music Hall
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Andy Williams Moon River Theatre
See ad. 334-4500
Baldknobbers Jamboree Show
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Braschler Music Show 334-4363
P.O. Box 1408, Branson, MO 65616
Box Car Willie Theatre 334-8696
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76 Country Blvd., Branson, MO 65616. Performances April through December, 8 pm. Sons of the Pioneers daily 2 pm, May through October. Quartet harmony of your favorite songs from country, gospel, patriotic, 50s, rock and roll. Your entire family from Grandma to grandkids will enjoy the third oldest show in Branson's history plus the original Sons of the Pioneers.
Gilley's Family Theatre
See ad. 334-3210
Jeannie Pruett/Buck Trent Dinner Theatre 335-5428
Jim Stafford
See ad. 335-2639
Johnny Cash
See ad. 335-CASH
Lowe's Country Music Show
See ad. 334-0428
Mel Tillis Theatre
See ad. 335-MMEL
Moe Bandy's Americana Theatre
See ad. 335-8176
Pine Mountain Jamboree 501-253-9156
Presleys' Mountain Music
See ad. 334-4874
Ray Stevens Theatre
See ad. 334-2422
Roy Clark's Music Theatre
See ad. 334-0076
Shoji Tabuchi Show
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HCR 1 Box 755, Branson, MO 65616. It's the talk of the town! New and exciting shows for '92! Seeing Shoji and his violin magic is an absolute must. It's the show with a touch of class.
Sons of the Pioneers
See ad. 334-2563
Stars of the Ozarks 335-2639
Texans/Bob-O-Links Theatre 334-0488

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THEATERS

Cinema 180/Thrill Bubble 334-1919
Harold Bell Wright Theatre 334-0065
Waltzing Waters 334-4144

THEME PARKS

Mutton Hollow Craft Village
See ad. 334-4947
Shepherd of the Hills Homestead
See ad. 334-4191
Silver Dollar City
See ad. 338-2611

WATER ATTRACTIONS

Cool Off Water Chute 334-1919
Lake Queen
See ad. 334-3015
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See ad. 334-5350
P.O Box 1837, Branson, MO 65616
Sammy Lane Pirate Cruise
See ad. 334-3015
Waltzing Waters 334-4144
WhiteWater
See ad. 334-7487

WINERIES

Stone Hill Winery
See ad. 334-1897
HCR 8 Box 165, Branson, MO 65616. Free admission. Enjoy a free tour of our winery including a video on Missouri Wine Country. Visit with our bottler as he bottles sparkling wines. Finish off the tour with samples of wine and juice. Open all year.

MISCELLANEOUS

Copywrights 335-COPY
Fantastic Caverns 833-2010
Haines Enterprises 335-8200
Fun Spot 334-5979
Roadsters U-Drive 335-2337

FOOD

COCKTAIL LOUNGES

Candlestick Inn 334-3633
Club Celebrity 334-7535
Copper Penny 334-5097
Holiday Inn 334-5105
Tommy's Restaurant 334-4995
Wooden Nickel 338-2737

CONVENIENCE/LIQUOR

76 Express Store 334-7500
Cottage Resort & Market 338-2621
E-Z Center Amoco 334-9732
Gaar's Gas Goodies 'N Grocery 334-8041
The Pantry at Pointe Royale 335-2086
Quik-Mart 334-9678
The Spirit Shop 334-2520
SuperStop 334-0505

FAMILY DINING

Apple Mill Restaurant 334-6090
Baldknobbers Country Restaurant 334-7202
Belgian Waffle House 334-6471
Bonanza
Family Restaurant 335-2434
1807 Neihardt, Branson, MO 65616. One of the top Bonanzas in the nation. Located in the 76 Mall Complex surrounded by Music, Indoor Mini-Golf, Shopping Game Room and 3-D Cinema also makes it one of the nation's most unique. Great breakfasts, lunches and dinners. Open all year.
Branson Inn Restaurant 334-5121
Candlestick Inn 334-3633
Captain D's 335-5841
Club Celebrity Supper Club 334-7535
Colonial Restaurant 334-8484
Copper Penny 334-5097
Country Kitchen Restaurant 334-2766
Dimitri's Restaurant 334-0888
Donovan's Hillbilly Inn Restaurant 334-6644

Duck Cafe 334-5350
Holiday Inn 334-5101
The Home Cannery Restaurant 334-6965
Hungry Hog Cafe 334-7535
Jeannie Pruett/Buck Trent Dinner Theatre 335-5428
Kentucky Fried Chicken 334-5700
Koi Garden Oriental Restaurant 334-0687
W. Hwy. 76, Branson, MO 65616.
Long Creek Cafe 334-1413
Manny's Restaurant 334-2815
Mazzio's Pizza 334-4054
1167 W. Hwy. 76, Branson, MO 65616. Featuring Pizza, Pasta, Salad Bar, Sandwiches.
Outback Steak & Oyster Bar 334-6306
Ozark Family Restaurant 334-1206
1580 W. Hwy. 76, P.O. Box 188, Branson, MO 65616. Good food, good prices. Home cooking. Morning and evening buffets. Area's largest sandwich menu. Cocktails available. 30 years of satisfied customers. Try us!
Pizza Hut 334-6919
The Plantation 334-7800
Presley's Cafeteria
See ad. 334-3006
Rustic Oak Restaurant 334-6464
Sadie's Sideboard
See ad. 334-3619
Shoney's, Inc. 335-6855
Table Rock Inn Restaurant 334-4965
Tommy's Restaurant 334-4995
Tony's Italian Restaurant 338-2801
Uncle Joe's Bar-B-Que 334-4548
Western Sizzlin Steak House 334-4845
Wooden Nickel 338-2737

FAST FOOD & SNACKS

Baskin-Robbins Ice Cream and Yogurt 334-0255
1901 W. Hwy. 76, Branson, MO 65616
Cakes-N-Cream 334-4929
Hardee's of Branson 334-1121
McDonald's 334-1490
McDonald's West 335-2505
Sleepy's Old Tyme Pastry Shop 334-1376
Subway Sandwiches & Salads 334-7827
Taco Bell 335-2576
Taco Hut of Branson 334-0700
TCBY Yogurt 334-8229

GROCERY STORES

Consumers Market 334-6438
Country Mart 334-3383
Hart's Super Market 334-2101
IGA Thriftway 334-2446

MOTELS/ RESORTS

TABLE ROCK LAKE AREA

Alpine Lodge Resort
See ad. 338-2514
HCR 1 Box 795, Branson, MO 65616.
Antlers Resort & Campground
See ad. 338-2331
HCR 1 Box 858, Branson, MO 65616. 1-3 Bedroom cabins. Campsites. Marina. Pool. Table Rock Lake. 1 mile to Silver Dollar City.
Artilla Cove Resort
See ad. 338-2346
HCR 1 Box 839, Branson, MO 65616. One, two and three bedrooms, kitchens, pool, dock. AAA rated.
Aunts Creek Resort
See ad. 739-4411
Bar M Resort & Campground
See ad. 338-2593
HCR 4 Box 2990, Reeds Spring, MO 65737
Bavarian Village Resort
See ad. 338-2517
Bentree Lodge
See ad. 800-BRANSON
Best Western Kimberling Arms Resort
See ad. 739-2461
Hwy. 13, P.O. Box 429-D, Kimberling City, MO 65686. Spectacular view of beautiful Table Rock Lake from 5 manicured acres that slope gently to water's edge. Your choice of accommodations from Super Honeymoon Condo with Jacuzzi and TV in oversized bath, motel units and family suites with separate living room, private bedroom and complete kitchen. All with decks or patios. We specialize in honeymoons, family vacations and reunions. Call or write for complete information including brochure and price list.
Big Cedar Lodge
See ad. 335-2777
Boomerang Resort 338-2358
Bridgeport Resort 538-2500
Buttermilk Springs Resort 538-2899
Cap's Ridge Resort 338-2430
Captain Hook's Cove 739-2845
Cardinal Hill Cottages 338-8732
HCR 9 Box 1176-1, Branson, MO 65616. Fully equipped, wooded setting, between SDC and SH Homestead. Pool.
Castle View Estates 338-5261
Cedar Resort 1-800-788-4651
HCR 9 Box 1418, Branson, MO 65616. Kitchenettes on Table Rock Lake, 4 miles to Branson attractions.
Coleman's Resort
See ad. 338-2849
Compton Ridge Lodge
See ad. 338-2949
Corvair Resort
See ad. 338-2231
HCR 1 Box 1006, Branson, MO 65616. AAA approved on Indian Point near Silver Dollar City motels. Kitchenettes, two bedrooms.
Cottage Resort & Market
See ad. 338-2621
HCR 1 Box 1030, Branson, MO 65616. Ideally located to offer you an unforgettable vacation. Only 2-1/2 miles from Silver Dollar City on Table Rock Lake. EXCEPTIONALLY CLEAN INDIVIDUAL COTTAGES. Also single rooms with or without kitchens. Quality at a reasonable price. AAA listed & approved. Senior discounts. Call for free brochure & rates. VI/MC/DIS.
Crest Lodge Resort
See ad. 739-4456
SR 5 Box 348, Reeds Spring, MO 65737
Crow's Nest Resort
See ad. 338-2524
Deer Run Motel & Campground 338-2222
See ad for Indian Point's Deer Run Motel & Campground.
Double Oak Resort 800-552-7823
Driftwood Resort 338-2243
Hwy. 265-12, HCR 9 Box 1421C, Branson, MO 65616. Lakefront, kitchenettes, dock, pool, open March to November. 10 minutes to entertainment.
Edgewater Villa Resort
See ad. 739-4585
Fishermen's Luck Resort & RV Park
See ad. 739-4485
Four Seasons Resort 739-4441
Fox Fire Resort
See ad. 338-2119
Gage's Long Creek Lodge & Marina
See ad. 334-1413
Gobbler's Mountain Resort
See ad. 338-2304
Golden Arrow Resort
See ad. 338-2245
Green Valley Resort
See ad. 338-2241
Happy Hollow Resort
See ad. 779-4360
Happy Valley Lodge
See ad. 338-2342
Hiawatha Resort 338-2605
Hide-Away Resort
See ad. 538-2992
Holiday Hide-Away Resort 739-4542
Indian Point Lodge
See ad. 338-2250
HCR 1 Box 982-BC, Branson, MO 65616
Indian Trails Resort
See ad. 338-2327
Kimberling Heights Resort 779-4158
Kimberling Inn Resort & Conference Center 800-833-5551
Kimberling Oaks Resort 739-4461
Kings Kove Resort 739-4513
Lakefront Resort and Campgrounds 779-4154
Lazy Lee's Resort 338-2253
Luck's Timberline Resort 338-2338
Lucky 13 Resort
See ad. 739-4414
Mountain Country Motor Inn
See ad. 739-4155
Oak Hill Resort
See ad. 739-4566
Red Eagle Resort 338-2227
Rock Lane Resort 338-2211
Rock View Resort
See ad. 334-4678
Rockwood Resort
See ad. 338-2470
Schooner Creek Resort 739-4417
Shore Acres Resort
See ad. 338-2351
Sleepy Hollow Resort
See ad. 739-4525
HCR 3 Box 348-BC, Branson, MO 65616
Splitrail Resort
See ad. 338-2350
Still Waters Beach & Resort
See ad. 338-2323
Stormy Point Camp & Resort 338-2255
HCR 9 Box 1401, Branson, MO 65616. Condos, motel rooms, cabins, deluxe RV rentals, pool, dock, boats and motors. Open March 15 - Dec. 15. VI/MC. Reservations only: Call 800-933-5175
Table Rock Inn Motel 800-234-5890
Thunderhead Resort
See ad. 334-4345
Trail's End Resort and RV Park
See ad. 338-2633
HCR 1 Box 982-BC, Branson, MO 65616
Tribesman Resort
See ad. 800-447-3327
Indian Point. We also have a lovely three bedroom private log home which includes all resort services. Enjoy a nice view, fireplace, full kitchen and two baths. Call us for details. This home is open ALL seasons.
Trout Motor Lodge 334-3105
Twin Island Resort
See ad. 779-4361
HCR 2 Box 430, Blue Eye, MO 65611
Uncle John's Inn
See ad. 338-2820
White Wing Resort
See ad. 338-2318
HCR 1 Box 840, Branson, MO 65616
Wigwam Resort 338-2209
Wildwood Inn
See ad. 739-4804
Wind Wood Resort 779-4366
Winged Eagle Resort
See ad. 338-2314
Wishwood Resort
See ad. 538-2333

TANEYCOMO LAKE AREA

Allendale Resort
See ad. 334-3327
420 N. Commercial, Branson, MO 65616. Kitchenettes. Sleeping rooms. Outdoor Pool. Hot Tub. Covered boat dock. Rental boats and motors. Game room. Pavilions with BBQ pit. Fishing deck. Seasonal rates. Below $30/2. VI/MC
Blue Haven Resort 334-3917
Briarwood Resort 334-3929
P.O. Box 506, Branson, MO 65616. Clean, spacious, modern, completely furnished housekeeping cottages. One, two and three bedroom. Most along lake. Pool and fishing dock.
Brill's Rainbow Resort
See ad. 334-3955

Cedar Point Resort 546-3326
S.R. 1 Box 182, Forsyth, MO 65653. Kitchenettes. Outdoor Pool. Pets. On the lake. Boat dock. Rental boats, motors. Open all year. Below $30.

Cloud Nine Resort 334-6273

Cooper Creek Resort & Campground
See ad. 334-4871

Del Mar Resort 334-6241
HCR 4 Box 2193S, Branson, MO 65616. Kitchenettes. Outdoor pool. Color cable TV. On the lake. Boat dock. Rental boats and motors. Open all year. $32-$50.

Eden Roc Resort 561-4163

Fall Creek Resort
See ad. 334-6404

Gladstone Cottages 561-4117

Green Mountain Lodge
See ad. 800-798-0172

Lakeshore Resort
See ad. 334-6262
P.O. Box 537, Branson, MO 65616. We offer the most comfortable resort vacation in the area. Relax on decks overlooking the lake and beautiful old shade trees. 1-3 bedroom units with kitchens and living rooms. Some units available with hot tubs and fireplaces. Modern boat dock, heated pool, playground, basketball court, rental boats. Open all year. Best fishing December thru April. MC/VI/DIS We'd love to meet you!

Lazy Valley Resort
See ad. 334-2397

Lilley's Landing Resort
See ad. 800-284-2196

Longview Resort 561-4179

Michel's Motor Lodge 561-4135

Parkway Motel 334-4744

Pointe Royale Condominium Resort
See ad. 800-962-4710
417-334-5614. 4-SA Pointe Royale Dr., Branson, MO 65616. 1-3 bedroom condominiums with spacious living/dining area, equipped kitchens, washer, dryer, cable TV, telephone. Pool, tennis, golf, restaurants, lounge, conference center. Decks overlook 18-hole golf course or Lake Taneycomo. Near marinas on Taneycomo and Table Rock. On Hwy. 165 just 3 miles from shows, attractions. Vacation, honeymoon, golf packages. Relax in the spacious comfort of luxury condos at motel rates. Nightly and weekly rates.

Riverlake Resort & Trout Dock
See ad. 334-2800

Riverpoint Estates & Condominiums
See ad. 334-6721

Sammy Lane Resort
See ad. 334-3253
320 E. Main, Branson, MO 65616. 35 housekeeping units right on Lake Taneycomo in downtown Branson.

Shady Lane Resort & Dock
See ad. 334-3823

Sun Valley Resort
See ad. 334-3346

Sunshine Resort 334-2100
405 N. Commercial, Branson, MO 65616.

TACOMO Resort
See ad. 334-2332
HCR 2 Box 456, Hollister, MO 65672. Reservations only 1-800-328-1246. 1-2-3 bedroom kitchenettes. Large pool. Excellent trout fishing. Boat and motor rentals.

Taneycomo Resort
See ad. 334-7375

Tanglewood Lodge
See ad. 334-1642

Water's Edge Cottages 561-4146

Water's Edge Resort
See ad. 334-4977

Wildbird Resort 334-2029

BRANSON/WEST 76/ LAKEVIEW AREA

Amber Light Motor Inn
See ad. 334-7200

America's Inn 4 Less
See ad. 334-7380
1031-C W. Hwy. 76, Branson, MO 65616.

Baldknobbers Motor Inn
See ad. 334-7948
P.O. Box 1154, Branson, MO 65616.

Ben's Wishing Well Inn
See ad. 334-6950

Best Western Branson Inn
See ad. 334-5121
P.O. Box 676, Hwy. 248 & U.S. 65, Branson, MO 65616

Best Western Knights Inn
See ad. 334-1894
3215 W. Hwy. 76, Branson, MO 65616. IN THE HEART OF THE MUSIC SHOWS. 11 within 8 blocks. 166 rooms. Country Kitchen Restaurant on site. Lounge, indoor and outdoor pools, spas, sauna, exercise and game rooms, guest laundry. Satellite remote television. Queen beds available. Best facility. Best location. Your Best Choice!

Best Western Mountain Oak Lodge 338-2141

Best Western Rustic Oak 800-828-0404
403 W. Main, Branson, MO 65616

Blue Bayou Motor Inn
See ad. 334-5758
3420 W. Hwy. 76, Branson, MO 65616. Indoor/outdoor pools, hot tubs, cable TV, phones, waterbeds, queen beds, king beds, handicap rooms. Restaurant. Group rates. April 1-Dec. 21. $45-$65. AE/MC/VI/DIS

Branson Motor Court 334-3420

Caprice Motor Inn
See ad. 334-8555
1-800-84-ROOMS (outside Mo.), 1-800-847-6667, 3410 W. Hwy. 76, Branson, MO 65616. In the center of it all! Indoor-outdoor pool, hot tub, level parking. Walk to 9 music shows, 8 restaurants within 2 blocks or 20 shows within half mile radius. Let us make your show reservations in advance. Two children 12 and under stay free.

Cedar Cliff Motel 335-2543

Cinnamon Inn
See ad. 334-8694
HCR 1 Box 762, Branson, MO 65616.

Clipper Inn Motel 334-2236

Colonial Mountain Inn
See ad. 272-8414

Country Western Motor Inn 334-6978

Days Inn of Branson
See ad. 334-5544

Dogwood Park Hotel
See ad. 800-HAVE FUN
P.O. Box 309, Branson, MO 65616. Free breakfast. Honeymoon suites. Indoor pool. Jacuzzis in every room.

Dutch Kountry Inn 800-541-5660
P.O. Box 1367, Branson, MO 65616. Delightful motel located near the new Andy Williams Moon River Theatre, The Grand Palace, and next door to the Track and Kids Kountry Family Amusement Parks. 1992 SPECIAL GET-A-WAY PACKAGES NOW AVAILABLE.

E-Z Center Motel 334-8200
1901 W. Hwy. 76, P.O. Box 489, Branson, MO 65616. Direct dial phones. Cable TV. Open year around. Area's lowest rates. VI/MC/DIS/AE. Rates $20-$45 seasonal.

Econo Lodge of Hollister 334-2770

Edgewood Motel
See ad. 334-1000
W. Hwy. 76, P.O. Box DD, Branson, MO 65616. We are conveniently located on West Highway 76 among all the major attractions. Our property offers you 217 clean and well maintained rooms. Restaurant. Extra large heated pool, guest laundry, non-smoking rooms available.

Expressway Inn
See ad. 800-688-3682

Family Inn
See ad. 334-2113

Fiddlers Inn
See ad. 334-2212

Five Star Lodge 334-2626

Frontier Inn Motor Lodge 334-5704

Grand Vu Motel
See ad. 334-7474

Greenbrier Inn 800-421-3994

Hall of Fame Motor Inn 334-5161

Hi-Ho Motel 800-235-1094
P.O. Box 1367, Branson, MO 65616. Excellent location. Walk to music shows and family amusement parks. SEASONAL DISCOUNT PACKAGES AVAILABLE.

Hillbilly Inn 334-3946

Holiday Inn
See ad. 334-5101
P.O. Box 340, Branson, MO 65616. Outdoor pool, hot tub, in-room phones. Restaurant, lounge, meeting rooms. handicap rooms. Suites. Game room, satellite TV, in-room movies. Senior discounts, group rates. Open all year. VI/MC/AE/DIS/Diners.

Honeysuckle Inn
See ad. 800-942-3553
HCR 1 Box 761, Branson, MO 65616. Branson's most convenient motel, located on Shepherd of the Hills Expressway at West Hwy. 76. Just minutes from Silver Dollar City, Shepherd of the Hills, Mutton Hollow, and many fine restaurants and music shows. Many ground floor rooms and non-smoking rooms available. Color cable TV, direct dial phones (free local calls), pool, free coffee. Handicap rooms. No pets allowed.

J.R.'s Motor Inn 334-1241

Jesse James Motel
See ad. 800-648-3155

K Royal Motel
See ad. 335-2232

Kirkwood Center
See ad. 334-4177

Lakeview Inn
See ad. 800-343-2769
417-272-8195. P.O. Box 2072, Lakeview, MO 65737. Outdoor pool, direct dial phones, cable TV, senior discounts, group rates. Open April 1-Nov. 15. Rates: $30-$45. VI/MC/AE/DIS.

Lodge of the Ozarks 334-7535

Magnolia Inn
See ad. 334-2300

Manny's Motel 334-2815

Marvel Motel
See ad. 334-4341

Melody Lane Inn
See ad. 334-8598

Mountain Music Inn
See ad. 335-6625

Mr. Tucker's Inn
See ad. 334-5497
HCR 1 Box 700-B, Branson, MO 65616. Open April-Oct. 2P/1B $38, 4P/2B $47. Family rates & lower April, May & Sept., Oct. Walk to 12 shows and WhiteWater. No pets. Pool, cable TV, group rates. VI/MC/AE/DIS.

Music Country Motor Inn South
See ad. 334-1194

Notch Estates Condominiums 800-33NOTCH

Notch Inn
See ad. 800-33NOTCH

Old Matt's Guest House 334-0031

Ozark Mountain Inn
See ad. 334-8300

Ozark Western Motel
See ad. 334-7000

Paramount Motor Lodge 334-2111
545 N. Hwy. Bus. 65, Branson, MO 65616. King and queen beds, phones, pool, hot tub, family units.

Parkview Lodge 334-4041

The Queene Anne Motel 335-8100

Rancho Pacific Motel 334-0826

Regis Inn
See ad. 800-245-3308

Rest-Wel Motel
See ad. 334-2323

Rustic Gate Motor Inn 272-3326

76 Express Inn 334-7500

76 Mall Inn
See ad. 800-828-9068
1807 Neihardt St., Branson, MO 65616. "Branson's most convenient place to stay." In the heart of 76 with 193 beautiful spacious rooms, 96 will be new, with all the conveniences of cable TV, DD in-room phones, 24 hour front desk, in-room thermostats, indoor and outdoor pools, spa, level lighted parking, king and queen beds, and Branson's only Inn with shopping mall, music hall, Bonanza family restaurant, 36 hole indoor mini-golf, game room, and 3-D cinema. Open all year. Packages available.

Scottish Inn of Branson 800-782-1620
HCR 8 Box 280, Branson, MO 65616. 417-334-5555. One-half mile off Hwy. 76 on 165 S. for the thrifty traveler. Quiet. Clean. Continental breakfast. Show discounts. Pool, hot tub, sun deck, phones. Great Ozark hospitality.

Shadowbrook Motel
See ad. 334-4173

Shepherd of the Hills Motel 335-4700

Southern Air Motel
See ad. 334-2417

Southern Oaks Inn
See ad. 335-8108

Stacey's Ozark Motel 334-8434
Stonewall Motor Inn 334-3416
Stonewall West Motor Inn 334-5173
Summer House Inn 334-0040
Travelers Motel Downtown
See ad. 334-3868
Twelve Oaks Motor Inn 334-7340
Wood Ridge Motor Inn 334-3555

BULL SHOALS LAKE AREA

Turkey Creek Ranch
See ad. 273-4362
Rt. 3 Box 180-W4, Theodosia, MO 65761. Cottages, indoor/outdoor pools, spa, restaurant, boat dock, rental boats, motors, paddle boats, sailboats, tennis, stables, recreation building. Open Mar. 15-Nov. 15. $45-$60.

ARKANSAS

Country Holiday Motel 501-253-8863
102 Kingshighway, Eureka Springs, AR 72632.

BED & BREAKFASTS

Above Where Eagles Fly
800-622-8561
HC 30, Box 75, Omaha, AR 72662. Six acres of solitude, 15 minutes from Branson on Table Rock. Spectacular view. Fireplaces, TV, A/C, screen porch, 1000 volume religious library. Full breakfast. Gifts. Near marina. Heated fishing dock, swimming on beach. Featherbeds and sleeping porch available. Open all year. Bald Eagles Sept.-March. $65 and up. VI/MC
Aunt Sadie's Garden Glade 335-4063
Branson House Inn 334-0959
120 Fourth St., Branson, MO 65616. Early 1920s historical home surrounded by rock walls, shade trees, and country flower gardens. Romantic hillside setting overlooking downtown Branson. Seven guest rooms - all private bathrooms. Large parlour with fireplace, antique decor, gourmet breakfast. We are AAA/Mobile Guide recommended. Reservations suggested. Innkeeper: Opal Kelly. Rates $60-$75.
Cameron's Crag 800-933-8529
417-335-8134. P.O. Box 526, Point Lookout, MO 65726. "On a clear day you can see forever!" 13 miles southwest of Branson on a bluff overlooking Lake Taneycomo. Jacuzzi spa. Spectacular view from guest rooms, private entrances, private baths, king and queen beds, full breakfast. Honeymoon and special occasion packages.
Country Gardens 800-727-0723
417-334-8564. HCR 4 Box 2202, Branson, MO 65616. Beautiful park-like setting along Lake Taneycomo. Three beautifully appointed rooms, all with private entrances, private baths. The Rose Suite, a three room suite with private spa; Bittersweet has a deck overlooking the lake with spa; Dogwood Suite has kitchen, Jacuzzi tub, and access to spa on the deck. Amenities include access to swimming pool, cable TV and full breakfast. $70-$95.
Gaines Landing 800-825-3145
521 W. Atlantic, P.O. Box 1369, Branson, MO 65616. Featuring suite with private entrance, bath, hot tub. Two rooms with king size beds, private entrance and bath. Rooms open onto pool and hot tub area.
Josie's Bed & Breakfast
See ad. 800-289-4125
417-338-2978. HCR 1 Box 1104, Indian Point Road, Branson, MO 65616. PEACEFUL GETAWAY. Contemporary style. Right on the shore of Table Rock Lake. Panoramic view. Full/continental breakfast. A touch of lace, stained glass, flowers. Private baths. Honeymoon/Anniversary suite features fireplace, private whirlpool. Silver Dollar City 5 minutes away, against traffic flow.
Old Branson Hotel Inn 335-6104
214 W. Main St., Branson, MO 65616. Branson's oldest historical building, the Branson Hotel was built in 1903 by the Branson Town Company and lovingly restored in 1991 as a Bed and Breakfast Inn. Enjoy one of the inn's nine guest rooms, as did Harold Bell Wright in 1905 while writing famed novel, "Shepherd of the Hills." Nine guest rooms - all with private baths, queen/king size beds, antique decor, old wicker, lovely parlour. First and second floor verandas overlook downtown Branson. Complete breakfast. Reservations recommended. Rates $70-$95.
Ozark Mountain Country Bed & Breakfast Service 800-695-1546
417-334-4720. P.O. Box 295, Branson, MO 65616. 25 Branson/Lakes area locations! 60 Ozark Mountain Country locations! Southern Missouri and Northern Arkansas. Cottages, quaint inns, suites with Jacuzzis and spas, suites with fireplaces, suites with private entrances, antiques, queen and king beds, swimming pools, swimming, fishing/ boat docks for guests. Spectacular views of lakes and valleys. Gourmet and country breakfasts.
Red Bud Cove
See ad. 334-7144
HCR 1 Box 446, Hollister, MO 65672. For reservations call 800-677-5525. Located on Table Rock Lake, County Road 65-180. See ad under Table Rock Lake/Long Creek area.

CONDOS

Bentree Lodge See ad 800-BRANSON
Notch Estates & Condominiums
See ad. 800-33NOTCH
Paradise Shores See ad. 334-6800
Pointe Royale Condominium Resort
See ad. 800-962-4710
417-334-5614. 4-SA Pointe Royale Dr., Branson, MO 65616. 1-3 bedroom condominiums with spacious living/dining area, equipped kitchens, washer, dryer, cable TV, telephone. Pool, tennis, golf, restaurants, lounge, conference center. Decks overlook 18-hole golf course or Lake Taneycomo. Near marinas on Taneycomo and Table Rock. On Hwy. 165 just 3 miles from shows, attractions. Vacation, honeymoon, golf packages. Relax in the spacious comfort of luxury condos at motel rates. Nightly and weekly rates.
Riverpoint Estates & Condominiums
See ad. 334-6721
Still Waters Beach & Resort
See ad. 338-2323
Sunset Cove Condominiums
338-2400
Taneycomo Terrace
See ad. 334-5492
Treehouse Condos 338-5199
Winged Eagle Resort
See ad. 338-2314

TIME SHARE

Castle View Estates 338-5261
Fall Creek Resort See ad. 334-6404
Kimberling Inn Resort
See ad. 739-4311
Roark Vacation Resort, Inc.
334-3196

CAMPGROUNDS

TABLE ROCK LAKE AREA

Antlers Resort & Campgrounds
See ad. 338-2331
HCR 1 Box 858, Branson, MO 65616. 1-3 bedroom cabins, campsites, marina, pool. Table Rock Lake. 1 mile to Silver Dollar City.
Bar-M Ranch Resort & Campground
See ad. 338-2593
HCR 4 Box 2990, Reeds Spring, MO 65737.
Castle View Estates 338-5261
Clevenger Cove/Big Bear 334-4131
Compton Ridge Campground
See ad. 338-2911
Deer Run Campground 338-2222
See ad for Indian Point's Deer Run Campground and Motel.
Fisherman's Luck Resort and RV Park
See ad. 739-4485
Lakefront Resort & Campground
779-4154
Silver Dollar City Campground
See ad. 338-8189
Stormy Point Campground & Resort 338-2255
HCR 9 Box 1401, Branson, MO 65616. Pull through, full hookups, air conditioned restrooms and showers, pool, playground, launch ramp, dock, rental boats and motors, shaded sites, tent sites. Open March 15-Dec. 15. VI/MC. For reservations only call 800-933-5175.
Tall Pines Campground
See ad. 338-2445
HCR 9 Box 1175, Branson, MO 65616. Pull through, full hookup, shady level sites, 30/50 amp service, large pool, game room, playground, showers, groceries, pavilion. Tent sites, camper cabins. Laundry, pets, patio sites. Free shuttle to Silver Dollar City, shuttle service to music shows for a fee. Car rental available. Restaurant. Good Sam. AAA discounts. Open April 1-Dec. 1. VI/MC/DIS. $13-$17.50.
Trail's End Resort & RV Park
See ad. 338-2633
HCR 1 Box 982-BC, Branson, MO 65616.

TANEYCOMO LAKE AREA

City of Branson Campground
See ad. 334-2915
Cooper Creek Campground
See ad. 334-5250
Fall Creek Campground 334-4220
The Headwaters Campground
See ad. 334-7450
Ozark Country Campground
334-4681
HCR 5 Box 1709, Branson, MO 65616. In the center of it all. 2-1/2 miles south of Hwy. 76 on Hwy. 165.
Treasure Lake Camp Club 334-1040
Turkey Creek RV Village 335-8004

BRANSON/WEST 76 / LAKEVIEW AREAS

Blue Mountain Campground
800-779-2114
Carson's Campground 334-3084
HCR 2 Box 2922, Branson, MO 65616. Close in. Quick route to shows. Shaded level sites. Cement patios. New showers and laundry. Groceries, deli. Tent sites. Open year round. $11 full hookups.
Cedar Falls Campground & RV Park
334-2770
Chastain's South Branson RV Park
334-4414
Kamper Kountry RV Park 335-2100
Kangaroo Kampground **334-0537**
Musicland KOA Campground
334-0848
Old Shepherd's Campground
See ad. 334-7692
Reservations: 800-544-6765. P.O. Box 97-SA, Branson, MO 65616.
•Level pull-thrus •Shaded sites
•Tent sites •Free cable
•Senior discounts •Laundry facilities
Located between music shows and Silver Dollar City on W. Hwy. 76. Full hookups, groceries, ice, A/C, restrooms, showers, pool, playground, leashed pets, grills, shuffleboard, horseshoes, pavilion, sites all winter. Good Sam. VI/MC. Group rates.
Old Silver Town RV Park 272-8111
Presley's Campground
See ad. 334-3447

GENERAL BUSINESS

ABSTRACT COMPANIES

Evans Title Company 334-3434
Stone County Escrow & Title Co.
357-6125
Taney County Title & Escrow
335-2155
Tri-Lakes Escrow, Inc. 334-1114

ACCOUNTING SERVICES

Baird, Kurtz & Dobson 334-5165
Branson Tax Service 335-2735
Chapman & Marshall CPA 334-6898
Garrison Accounting 334-1879
114 W. Adams, Branson, MO 65616. Bookkeeping, consulting, payroll, tax preparation. Located next to the Branson City Hall.
Greg Springston, CPA 334-8120

H & R Block Income Tax 334-4672
Jerri Loveland, CPA 335-4070
Kirkpatrick, Phillips & Miller 882-4300
Professional Accounting 334-0929
St. John and Mersmann, CPA 532-2350
Zuercher, Sturhahn & Co., P.C. 334-7092

ADVERTISING SERVICES

C.S. Harris Communications 334-6275
Award-winning writer/designer: newsletters, press articles, brochures, ads, desktop publishing, media placement.
Ghent Ortel & Associates, Ltd. 335-5164
Good Times Fun Bucks 831-3407
Henderson & Associates 816-753-6108
McLean Design 335-6725
Old Heritage Advertising 314-394-0811
Ozark Promotions 335-5068
Power Advertising Agency 739-5088
P.O. Box 1240, Kimberling City, MO 65686
Print Marketing Services 739-2750
Taylor Made News 334-3535
Vacation Outfitters 334-1757
Walker Advertising 334-7977

ADVERTISING SPECIALTIES

Advertising (Logo) Products 739-5225
Broadcast Music, Inc. 887-7003
Delco Promotions 335-8328
Ozark Cartoon Maps 314-345-4849
Tele-Ad of the Ozarks 334-6081

ARCHITECTURAL SERVICES

Esterly, Schneider & Associates, AIA 862-0558
General Design, Inc. 334-1999
1000 N. Bus. Hwy. 65, Branson, MO 65616. Architecture and Planning.
Slone Architects 887-4575
Space Planners Architects 335-4709

ART GALLERIES

Hawthorn Galleries 335-2170

ASSOCIATE MEMBERS

Hiland Dairy Company 334-0090
Mid America Furnishings, Inc. 901-365-9660
Tantone Industries 334-7447

ATTORNEYS AT LAW

Adams, W. Joseph 334-7921
310 Walnut Extension, Branson, MO 65616
Cantwell, Allman & Smith 334-2222
Morrissey, Joe 334-7581
Motley, Marvin 334-2166

AUCTION SERVICES

Galleria Americana 338-8641
Hamilton Brothers Auction Service 739-2047
P.O. Box 231, Kimberling City, MO 65686. Full time, full service, professional. The complete general auction service. Licensed in Missouri and Arkansas. Real estate, business, estates, antiques.

AUTO RENTAL AGENCIES

Coggin Rental & Leasing 335-8588
A-1 Auto Rental 335-3932

AUTOMOBILE SERVICES

Coggin Buick 334-6914
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Lipscomb Ford Chrysler 334-3134
MFA Tire & Auto Center 334-3329
Jim Morris Chevrolet & Marine 272-3264
O'Reilly Automotive 334-2169
Pinegar Chevrolet/Olds 334-3114

BEAUTY SALONS

The Hair Dealers 334-8181

BEVERAGE COMPANIES

Pepsi-Cola/Seven-Up Bottling Co. 862-9238

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Indian Point Boat Dock
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Long Creek Marina
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Table Rock State Park Marina
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Branson/Lakes Area Chamber of Commerce 334-4084
Christian Associates of Table Rock Lake 739-5248
Downtown Branson Betterment Assoc.
See ad. 334-1548
Job Council of the Ozarks 887-4343
Mo. Division of Employment Security 334-4156
Ozark Mountain Country Business Women 335-9335
Ozark Marketing Council 334-6543
Rockaway Beach Chamber of Commerce 800-798-0178
Sigma House of Branson 335-5946
Tourism Commissioner
R.B. Smith III 532-9131
Western Taney County Fire Protection District 334-3440

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Michael Home Center 335-4525

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National Traveltours 335-8787
Ozark Mountain Sightseeing 334-1850
Ozark Mountain Tour & Travel 334-8600

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Super Stop Laundry 334-0505

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Bon-Nel's Affordable Fashions 335-5192
Branson Mercantile 334-3634
120 S. Commercial, Branson, MO 65616. Men's, women's, children's, infants clothing.
Carolina Mills Factory Outlet 334-2291
Evan Picone Store 335-4080
Fashion Flair 335-8633
Glad Rags Boutique 334-7535
Jaymar-Ruby, Inc. 335-6906
Lemondrop Uniform Shoppe, Inc. 887-5216
OutBack Outfitters 334-7003
S Bar B Western Wear 335-3207
Silver Spur Western Wear 334-5026
Thrifty Threads 334-8422
Vacation Station Swim Shop 335-4640

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Branson School District 334-6541
College of the Ozarks 334-6411

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Branson Computers/ Communications 335-2606
Easy Computer Systems 335-3279
RACOM Business Systems 335-3541

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Bradley Concrete Corp. 334-5100
The Harbor 338-2828
Herrman Lumber Company 334-7878
L & J Plumbing Supply 334-3107
MECO Systems, Inc. 881-4916
Meeks Building Center 334-3193
G. Oney & Assoc., Inc. 334-7455
The Osborne Company 334-0067
Rozell Engineering 334-4141
Rozell Survey 334-4141
Scott Consulting Engineer 866-8644
Shepherd of the Hills Lumber Company 334-4290
Table Rock Asphalt Construction 334-2144
Unicon 882-0678
Williams Construction 334-6325
John White Construction 334-0837
Youngblood Construction Co., Inc. 334-5918

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Allan Rents 882-1700

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Weddings-Counseling Service 334-6252

DENTISTS

Allai, Wes, DDS 334-6029
Branson Dental Center 334-6120
Rick, Jeffery S., DDS 335-4630

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Carolina Mills Factory Outlet 334-2291

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K & R Electric, Inc. 334-1464
Loyd's Electric Supply 334-2171
Pollo Electric 334-4685

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Banister Shoe Co. 335-4941
Carolina Mills Factory Outlet 334-2291
Factory Merchants Outlet Mall
See ad. 335-6686
1000 Pat Nash Dr. #A-1, Branson, MO 65616. 49 manufacturer-owned outlet stores!
The Leather Factory 335-2793

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Flash Photo 334-0073
Wal-Mart 334-5005

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Ozark Mountain Bank 334-4125
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Midwest Art & Frame 334-7503
OutBack Outfitters 334-7003
Quilts & Quilts 334-3243
Santa's Outpost 334-3807
Santa's Rings-N-Things 334-2050
The Treasure Basket, Inc. 334-0776
Venus Imports, Inc. 334-3919
The Walnut Bowl Shop 334-5915
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Woodshed Gifts & Clocks 334-1680
The Original 76 Mall
See ad. 334-3919
One of Branson's first and largest gift shops. You'll find the area's most unique gifts and souvenirs here. Don't miss seeing our home-made fudge made daily in the mall. Located in the 76 Mall Complex.

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The Best of Branson 335-8539

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Branson Star Tours, Inc. 334-8100
Discovery Tours 334-0877
Fountain Head Tours and Reservations 800-334-2723
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Ozarks' Hospitality 800-443-1866
Ozarks' Kirkwood Hospitality 800-848-5432
P.O. Box 1166, Branson, MO 65616. 417-335-4668,. FAX: 335-2343.
Ozark Mountain Tour and Travel 334-8600
P.O. Box 1061, Branson, MO 65616. Ozark Mountain Tour & Travel is a full-service receptive agency for Missouri and the Ozarks. We work exclusively with preformed groups of all ages. Specializing in planning custom tour programs and itineraries for the senior traveler. For the best value in lodging, music shows, attractions, restaurants and sightseeing AND with more than fifteen years group travel planning experience, we want to be your "Ozarks Connection." Professional affiliations: National Tour Association and the American Bus Association.
Pointe Royale Condominium Resort
See ad. 800-962-4710
4-SA Pointe Royale Dr., Branson, MO 65616. Custom group function planning including accommodations, entertainment and meeting facilities.
Tour & Convention Consultants 800-726-8627

HEATING & AIR SERVICES

J & M Refrigeration 334-0221

HOSPITALS

Skaggs Community Hospital 335-7000

INDIVIDUALS

Anglen, Randy 334-6355
Bailey, Wymann & Betty 334-7510
Basham, Dwain 546-2081
Blue, Dr. Gerald & Suzanne 334-7815
Bond, Christopher (Sen.) 881-7068
Byam, Peter 335-5866
Campbell, Pat 334-6320
Carol, Virginia 624-4043
Childers, Doyle (Rep.) 272-8281
Clark, Dr. M. Graham 334-4400
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Hall, Steve H. 335-2448
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Houseman, Ronald D. 546-2241
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Keohan, Tom 546-2371
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Moore, Mike 623-6111
Miller, Truman W. 813-683-2581
Parnell, Ben 864-3632
Roberts, Mrs. Becky 546-2701
Smith, Dennis (Sen.) 314-751-4145
SMS University Center 836-5083

INSURANCE AGENCIES

AAA Auto Club 334-3222
Akers & Associates 334-5115
201 E. Main, P.O. Box 1219, Branson, MO 65616. Protecting Ozark Mountain Country since 1952! Insurance and Financial Services, Commercial, Home, Auto, Life and Health, and all other insurance lines.
Connell Howe Insurors 334-2000
Farmers Insurance 334-1227
Nixon & Lindstrom 800-658-0434
Shield of Shelter Insurance 334-3852
State Farm Insurance 334-6911
548 N. Bus. Hwy. 65, P.O. Box 1278, Branson, MO 65616. Don Baker, agent.

JANITORIAL SERVICES

Lakes Area Professional Maintenance Systems 334-0128

JANITORIAL SUPPLIES

Pippin Wholesale Co. 501-741-3421

JEWELRY

Davidson & Sons Jewelry 334-3353
Main Street Jewelry & Gifts 335-4390
109-A W. Main, Branson, MO 65616

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David Green Property Management 619-756-9484
River Fork Ranch 725-4552
Oakmont Community Sales Assoc. 334-2106
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Taneycomo Projects, Inc. 561-4641
Thousand Hills Joint Venture 335-8585
Vi-O-Lyn Development Co. 334-4259

LAWN & GARDEN EQUIP.

Lay-Z Lawn Landscaping 335-5050
Tablerock Nursery 779-4454

LOCK & ALARM SERVICES

American Lock & Security 335-4328
Branson Lock & Alarm 334-7303

MAGAZINES

Branson's Country Review
See ad. 334-6627
Mountaineer Book Shop 335-4195
Engler Block, W. Hwy. 76, Branson, MO 65616. Best selection of Ozarks books! The Ozarks' best magazine! Catalog and sample copy $2.00.
Parade of Homes Magazine 334-6671
P.O. Box 83, Branson, MO 65616. 1 year subscription $10.00.

MANUFACTURERS

Blakemore Sales 334-5340
Four Eagles, Inc. 334-3261
Midwest Aluminum Manufacturing Co. 865-2865
Remark, Inc. 334-0419
Wing Candy Co., Inc. 334-3238
P.O. Box 182, Branson, MO 65616

MEDIA

KHOZ AM/FM See ad. 501-741-2301
KOLR-10 862-1010
KOMC-AM & KRZK-FM
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KTRI Radio See ad. 924-8696
KTTS Radio 865-6614
KYTV 868-3800
Rural Missouri Cable TV 334-7897
Springfield News-Leader 836-1100
Tri-Lakes Newspapers 334-3161
The Vacation Channel 334-1200
P.O. Box 237, Branson, MO 65616. Watch The Vacation Channel on cable channel 6 in Branson for your complete vacation information.

MOTEL/RESTAURANT SUPPLIES

American Linen Supply 862-9364
Hillyard Motel-Restaurant Supply 335-2240
Pippin Wholesale Co. 501-741-3421
Towel Warehouse 800-843-4114

MUSIC DEALERS

The Ken Michaels Show 887-8786
Mountain Music Shop 334-0515
Old Guitar Music 314-583-3195

NURSING HOMES

Point Lookout Health Care Center 334-4105
Rolling Hills Estate 334-6431

OFFICE SUPPLIES

Ball Office Supply 334-3854
Modern Business System 887-7636
Office Concepts 831-6482

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OTHER

American Detection Specialists, Inc. 335-3816
Residential, Commercial, Burglary, Fire and Medical Panic Alarm.
American Vacation Videos 501-636-8599
City of Branson 334-3345

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Seminole Paint & Decor Center 881-5559

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Ever-Ready Pest Control 739-4915
Mr. Bug Killer 334-0009

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Wal-Mart 334-5005

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Branson Pool & Spa 334-1393
Pippin Wholesale Co. 501-741-3421

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A & J Printing 725-2674
A-1 Custom Printing 334-8108
Curtis 1000 432-3120
Express Printing Co. 334-1953
Lake Printing Co. 883-3365
Multi Printing Inc. 546-5340
Naturegraphics 794-3707
Ro-Ark Printing Co. 501-636-1686

PUBLISHERS

Ozark Postcard Publishers 739-4481

RADIO/TELEPHONE/ TV SERVICES

Alltel Mobile Communications 882-2020
Curtis Mathes Home Entertainment 334-8631
Econo Call, Inc. 334-7547
Mike's Electronics, Inc. 335-2221
The Vacation Channel 334-1200

REAL ESTATE COMPANIES

A.M. Realty 334-6020
Amer Property Services Inc. 334-8911
Appraisal Associates 335-2650
Blue Ribbon Realty 800-798-0174
118 W. Main, Branson, MO 65616
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115 W. Atlantic, Suite 103, Branson, MO 65616. Residential, commercial, lakefront property. Multi-List. Personalized service for buyers and sellers. Member local, state and National Association of Realtors.
Century 21 Gerken & Associates, Inc. 334-1892
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Cotswold Realty 338-2250
HCR 1 Box 982-SA, Branson, MO 65616
Don Smith Realty 334-1185
Fall Creek Resort Real Estate 334-6404
J. Jeschke Appraisal 334-3241
Jacques Realty, Ltd. 739-4365
Kimberling Hills Real Estate 739-4367
1 Lakeshore Dr., Kimberling City, MO 65686. Complete real estate services in the Table Rock Lake area since 1976.
Lakeside Realty 334-0095
Long & Hagee Realty 334-3149
Music Country Realty, Inc. 800-444-3244
Corporate Place, N. Hwy. 65, P.O. Box 6159, Branson, MO 65616. 417-335-2486. "Serving the area that showcases the stars." With over 20 years experience in commercial investment real estate. In Branson we are familiar with the activity and market trends of the Ozarks and realize that personal service is the key to any business. We specialize in buyer brokerage and client counseling. Our client profile list includes many residential and commercial clients.
New Concept Realty, Inc. 334-4099
P.O. Box 159, Branson, MO 65616. Residential. Commercial. Lakefront. Motels. Farms.
Notch Realty 338-2020
Ozarks Realty 739-2495
Peoples Realty, Inc. 800-688-7808
417-334-8500. 528 N. Bus. 65 Hwy., Branson, MO 65616. Residential, commercial, land, lake property, Multi-list. Brochures.
Pointe Royale Realty, Inc. 800-627-0160
P.O. Box 1419, Hwy. 165 S., Branson, MO 65616, 417-334-0079. Bobbi Golladay, owner-broker. Country Club models open daily. Short/long term leases available. Condos, homes, lots, commercial, lakefront.
Re/Max Associated Brokers 334-1374
Round the Clock Realty, Inc. 800-842-1980
107 E. Main, Branson, MO 65616, 417-334-1980.
Shepherd of the Hills Realtors 739-4333
Table Rock Realty Co. 334-3138
Tri-Lakes Board of Realtors 739-2754
Youngblood & Associates 334-3232

RECORDING STUDIOS

Soundtrek Recording Studios 816-931-8735

RESERVATION SERVICES

Branson Star Tours 334-8100
Discovery Tours 334-0877
Fountain Head Tours and Reservations 335-2323
Ozarks' Hospitality 800-443-1866
Ozarks' Kirkwood Hospitality 334-4177
Tour and Convention Consultants 800-726-8627

RETAIL SHOPS

Aileen Stores, Inc. 335-6651
American Tourister Factory Outlet 335-5079
1000 Pat Nash Dr. #C-2, Branson, MO 65616. Save up to 70% off suggested retails. We ship anywhere in the continental U.S.
Dick's 5 & 10 Inc. 334-2410
Engler Block 334-4595
1401 W. Hwy. 76, Branson, MO 65616
Hey Mon Coffee Ltd. 334-2320
Little Red Shoe House 335-2090
Oshkosh B'gosh Inc. 334-7213
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Reish Shoe Store 334-3635
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Wal-Mart 334-5005
The Wallet Works 335-8937

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Renfro's Refuse Service 739-2117

SHOPPING CENTERS

Factory Merchants Mall 335-6686
1000 Pat Nash Dr. #A-1, Branson, MO 65616
The Original 76 Mall See ad. 334-3919
1807 Neihardt St., Branson, MO 65616. One of Branson's first and largest gift shops. You'll find the area's most unique gifts and souvenirs here. Don't miss seeing our home-made fudge made daily in the mall. Located in the 76 Mall Complex.

SIGN COMPANIES

Ayres Advertising and Sign Co. 272-3327
Branson Sign & Neon 334-7125
Harrison Sign, Inc. 501-741-5267
Henderson Signs 334-6528

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Branson World Travel 334-1690
Discovery Tours 334-0877
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Ozark Mountain Tour and Travel 334-8600
Tour & Convention Consultants 800-726-8627

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GTE 334-9237
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P.O. Box 865, Branson, MO 65616

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Weddings-Counseling Services 334-6252

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Crawley's Wholesale Baits 546-5154
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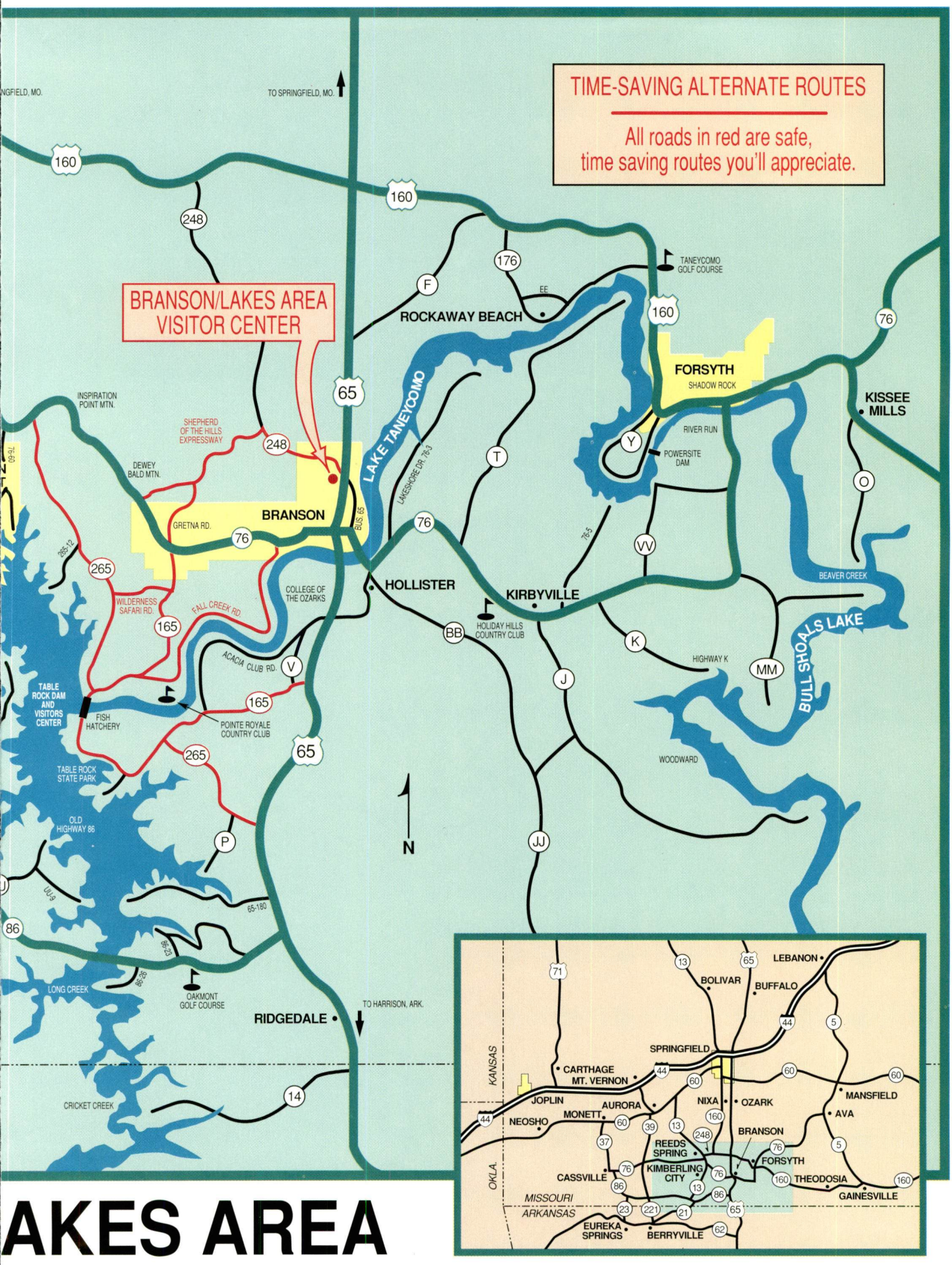
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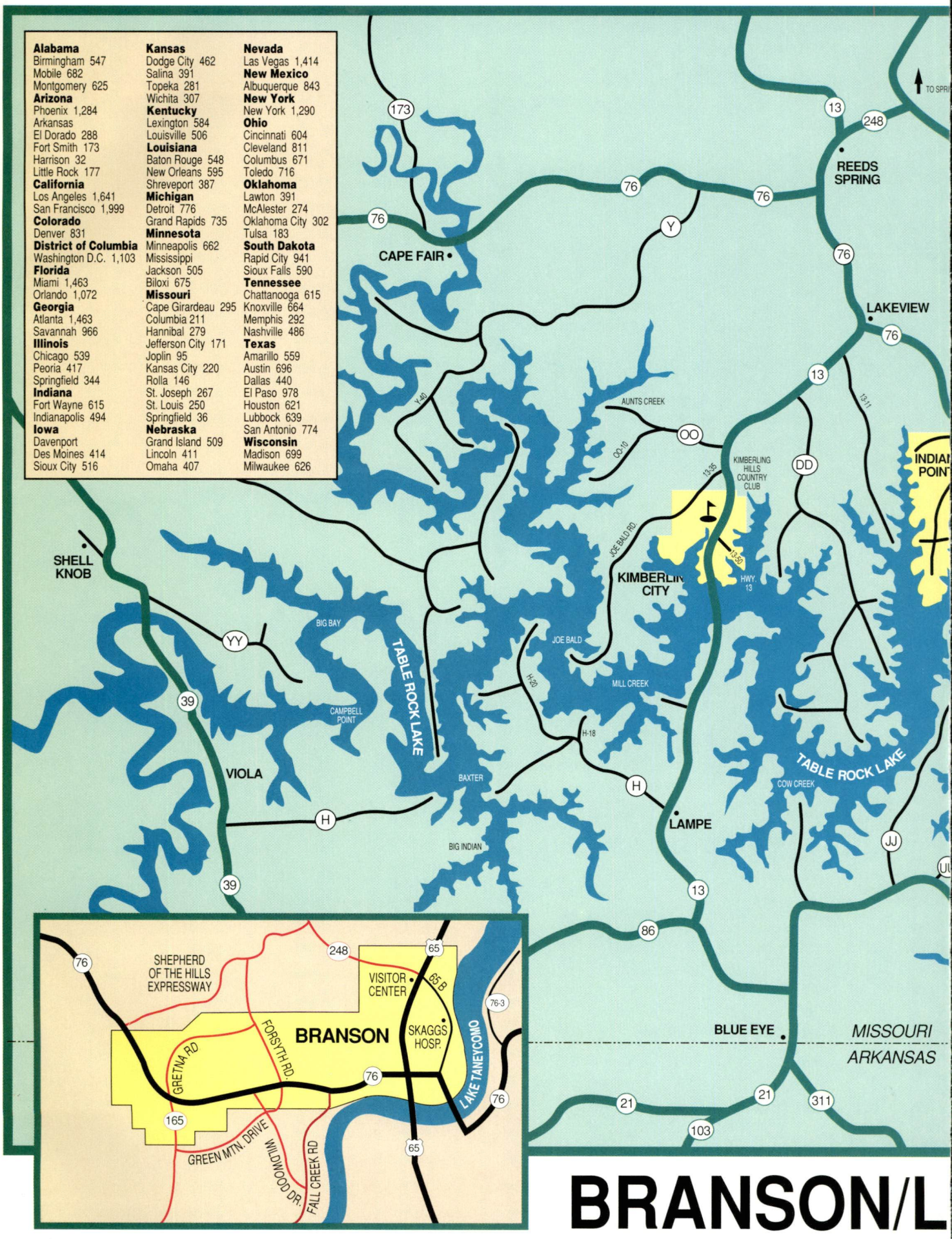
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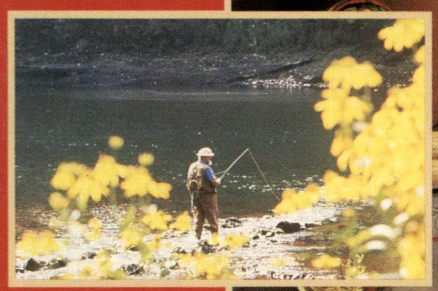

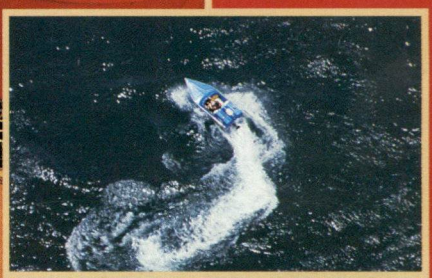

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Open year around, we offer the convenience of our Bonanza Family Restaurant, the 76 MUSIC HALL, with four great show daily at four great times, 36 holes of indoor mini-golf in our al weather course, a video arcade for the young and young heart, a 3-D Cinema, a candy store, numerous other uniqu shops, and of course our Original 76 MALL where you will fin one of Branson's largest and most complete gift and souv nir shops. No matter what the season, you can enjoy a tri or a vacation without ever leaving our complex. You wi probably want to visit some of the many other activities i Branson, but we can sure save you lots of time in the traffi We know you will also welcome our lighted level parkin areas which are a rarity in the Ozarks. We think you will fin our location in the "heart" of 76 Country Boulevard conve ient also in saving driving time when you venture out some of the many other activities that abound in the Bra son area.

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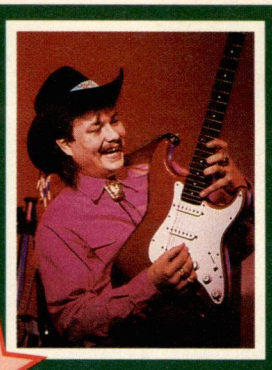

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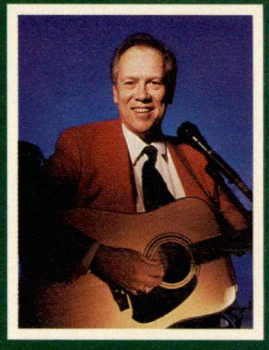
76 MUSIC HALL





FOR MUSIC SHOW INFORMATION OR RESERVATIONS CALL

(417) 335-2484

4 GREAT SHOWS
4 GREAT TIMES

OR WRITE:

76 MUSIC HALL
1807 Neihardt
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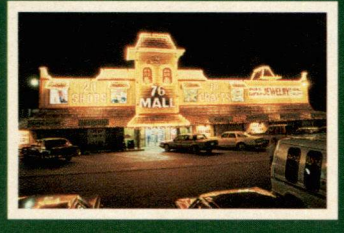
LOCATED IN THE

76 MALL *Complex*



In The ♥ Of 76 Country Boulevard

76 *The Original* MALL



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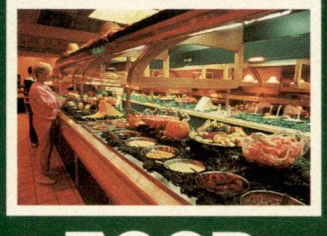
Steak · Chicken · Seafood · Salad



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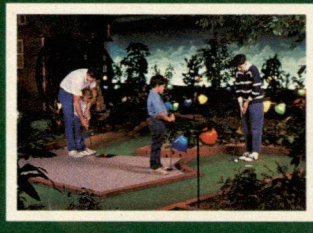
76 INDOOR MINI GOLF



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ENCORE 1992 EDITION

SLIP AWAY TO Branson & THE LAKES AREA

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VACATION INFORMATION: 1-900-884-BRANSON
($1.50 per minute)

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($1.50 per minute)

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The Ozarks' premier wilderness resort.

Come and enjoy a one-of-a-kind vacation experience in a relaxed natural environment.

Hidden in its own hollow overlooking Table Rock Lake, Big Cedar Lodge resort stretches across 250 breathtaking acres. Choose from 25 uniquely different designs featured in over 100 rooms, suites, cabins and cottages.

Big Cedar is reminiscent of grand turn-of-the-century hunting lodges resplendent with antique and handcarved furnishings, native stone fireplaces and vintage sporting gear. Yet, over a third of the accommodations have Jacuzzi baths, and you'll enjoy the heated swimming pool, complete fitness center and top notch tennis courts.

Dining in our Devil's Pool Restaurant is a casual affair in a comfortable atmosphere of bark-on wooden beams, a 100-year-old bar and mounted fish and game trophies. Experience a chuck wagon dinner or take a carriage ride. And for the more adventuresome, we offer horseback trail rides through the surrounding hollows and ridges.

Dogwood Canyon, our private 2200 acre nature preserve guarantees world class trout fishing and features nature trails through an unspoiled wilderness.

Boats for fishing, skiing, cruising and water sports are available at our 100-slip full-service marina. Or you're welcome to bring your own boat and launch and moor it here. Our corps of veteran fishing guides will introduce you to the best Table Rock Lake has to offer.

Open year round, Big Cedar Lodge invites you for a vacation experience you'll never forget. We're just minutes away from Branson's famous country music shows, shopping and nearby theme parks.

Call today for special seasonal values, packages and availabilities.

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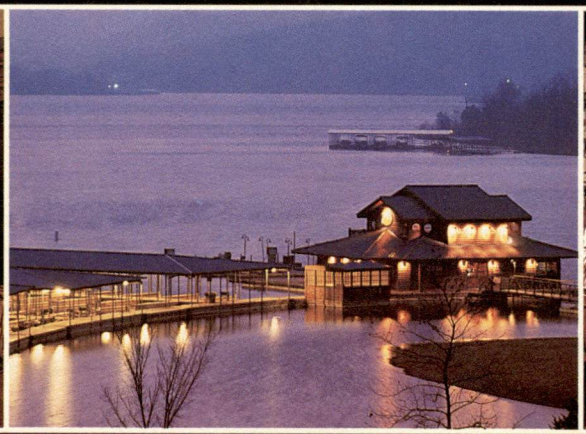



"**Big Cedar Lodge**...*has quickly matured into the best of the best in the region.*"—WALL STREET JOURNAL/ARTS & LEISURE

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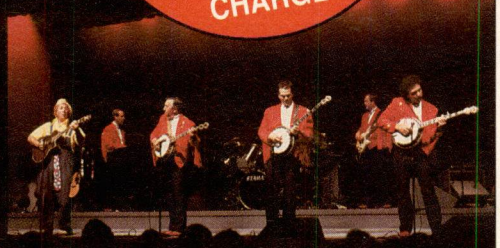
PRESLEYS'®

MOUNTAIN MUSIC JUBILEE



HILARIOUS COMEDY PRE-SHOW STARTS AT 7:30 P.M. AT NO EXTRA CHARGE





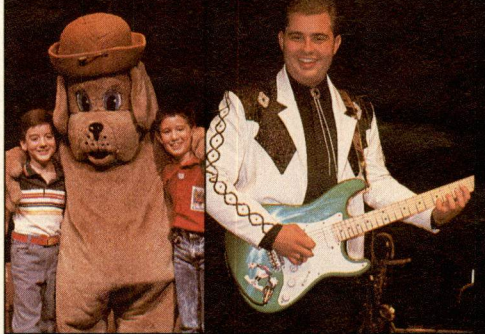
Come 'n see the show that started the music on 76 Country Blvd.

SENSATIONAL OZARK FUN FOR EVERYONE

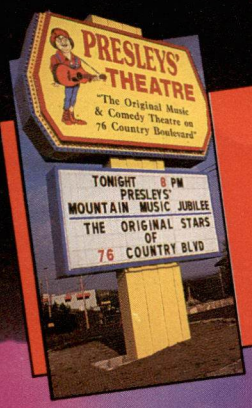
Presleys' is the hot dog and apple pie of good American down-home fun! First to bring live music and comedy to 76 Country Boulevard, the family has three generations of talented Presleys' on stage — and over a dozen more top entertainers!

It's Ozark-style entertainment from beginning to end in a 2,000 seat theater specially designed for your comfort. Add state-of-the-art stereo sound, exciting special effects and computerized lighting for a star-spangled show you'll never forget.

A quarter-century of great entertainment! And the tradition goes on!



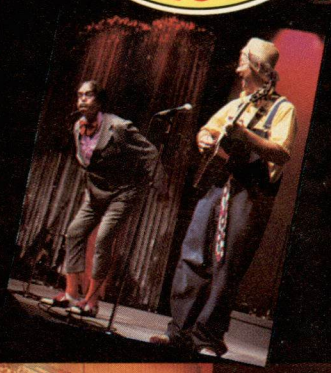




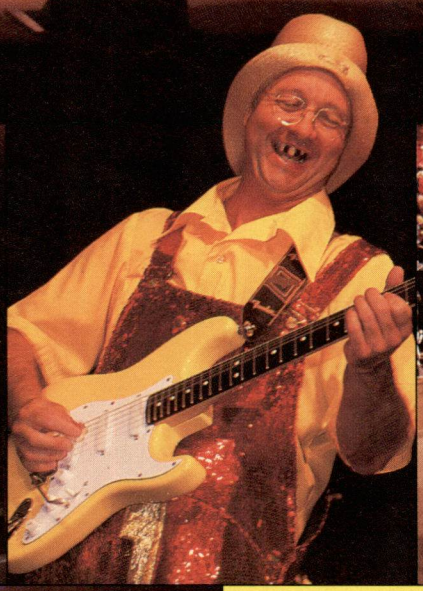
THE ORIGINAL COUNTRY MUSIC AND COMEDY STAGE SHOW ON 76 COUNTRY BOULEVARD



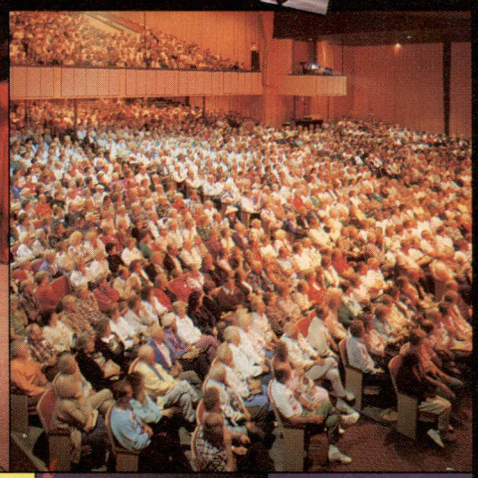
THE FUN SHOW













For reservations and information:

PRESLEYS' MOUNTAIN MUSIC JUBILEE
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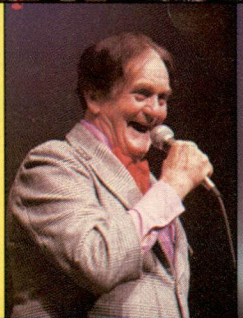
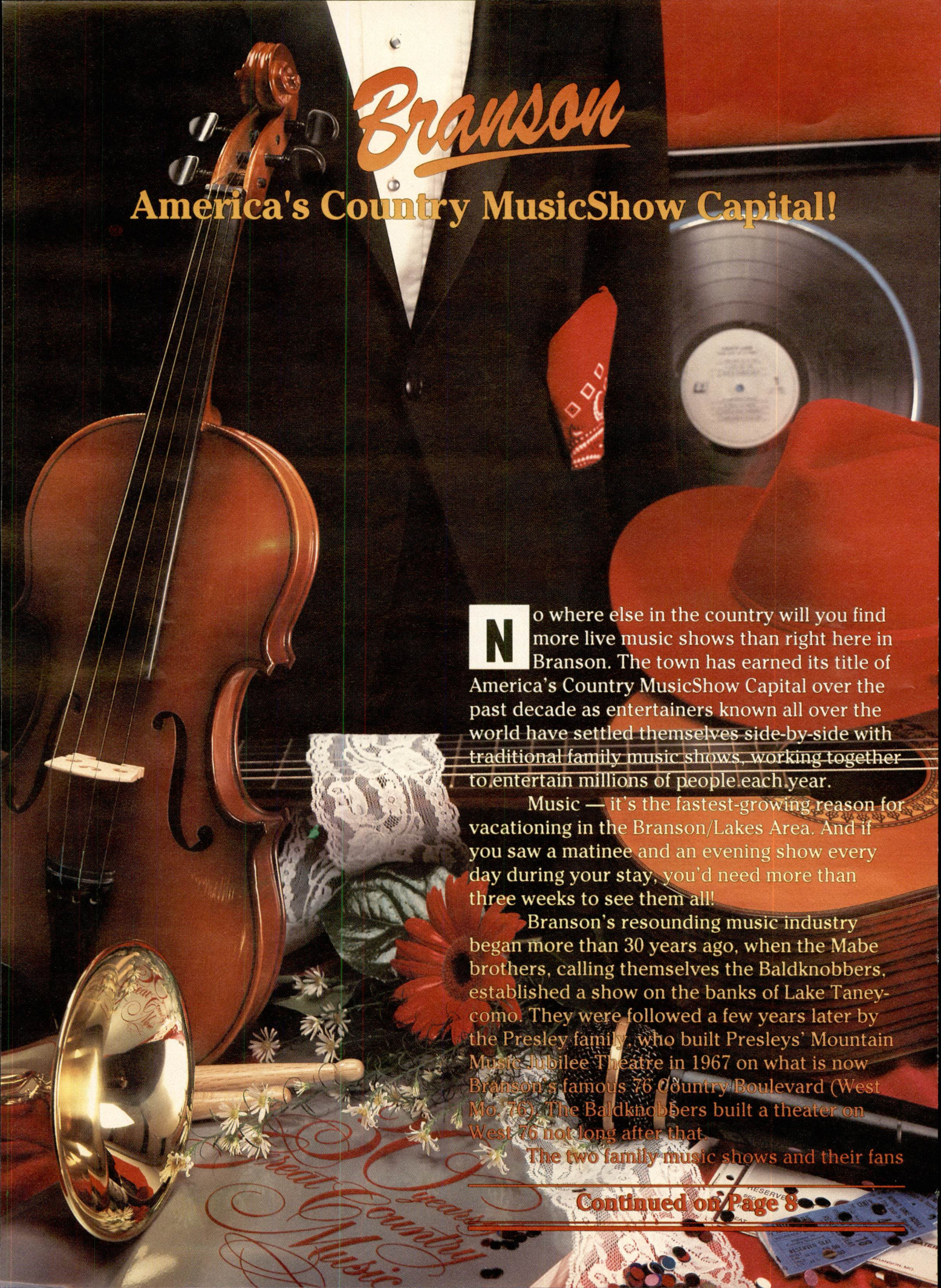
Branson, Missouri 65616

417-334-4874







Branson

America's Country MusicShow Capital!

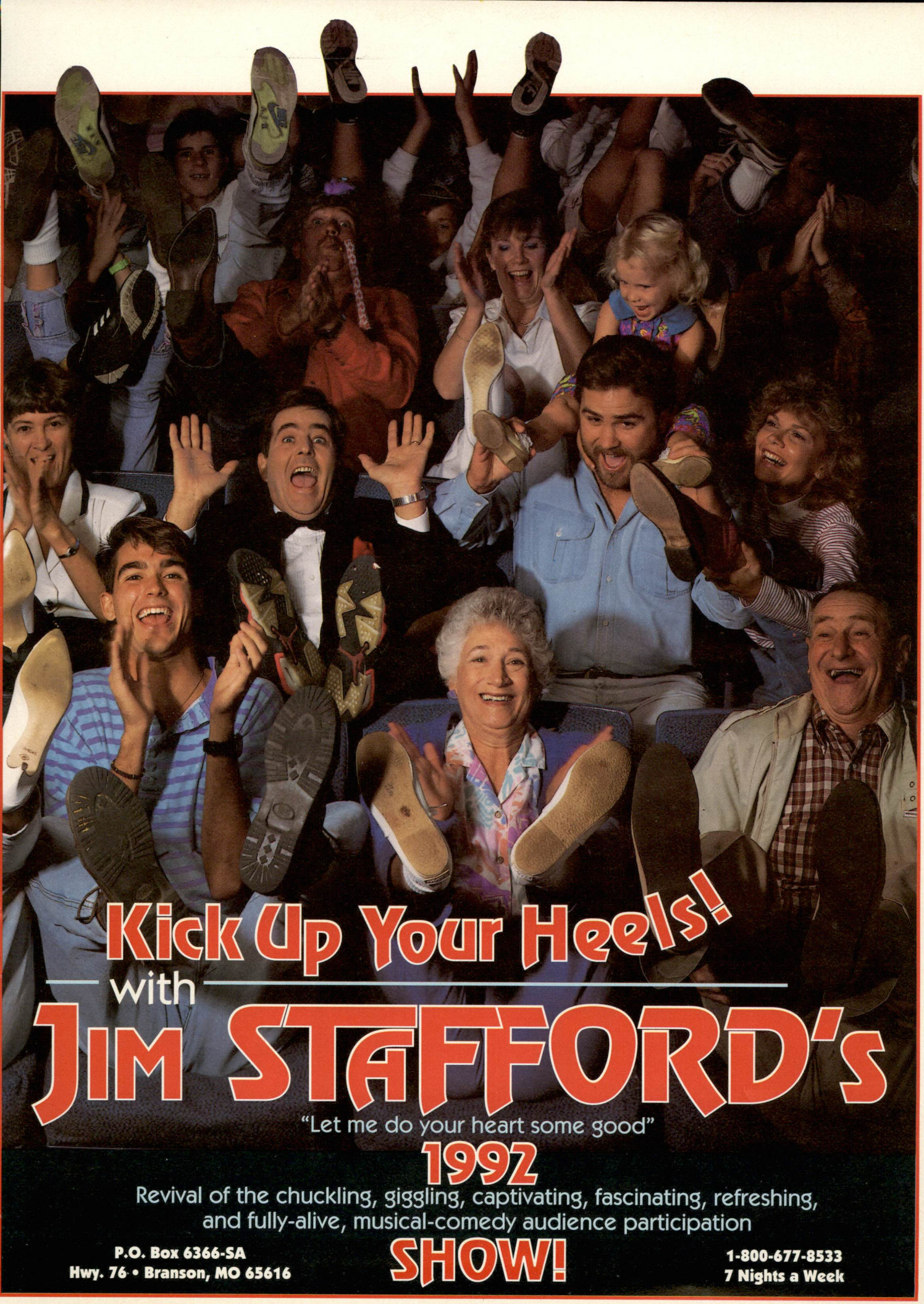
No where else in the country will you find more live music shows than right here in Branson. The town has earned its title of America's Country MusicShow Capital over the past decade as entertainers known all over the world have settled themselves side-by-side with traditional family music shows, working together to entertain millions of people each year.

Music — it's the fastest-growing reason for vacationing in the Branson/Lakes Area. And if you saw a matinee and an evening show every day during your stay, you'd need more than three weeks to see them all!

Branson's resounding music industry began more than 30 years ago, when the Mabe brothers, calling themselves the Baldknobbers, established a show on the banks of Lake Taneycomo. They were followed a few years later by the Presley family, who built Presleys' Mountain Music Jubilee Theatre in 1967 on what is now Branson's famous 76 Country Boulevard (West Mo. 76). The Baldknobbers built a theater on West 76 not long after that.

The two family music shows and their fans

Continued on Page 8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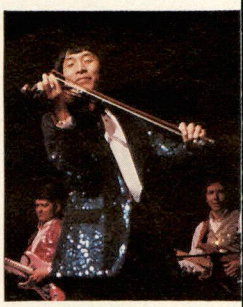
Music ... *From Page 6*

spurred development on West 76. The 10-mile stretch between the Downtown Branson area and two major family attractions, Silver Dollar City and Shepherd of the Hills Farm and Outdoor Theatre, began to fill with other tourism businesses. The Presleys and Baldknobbers were soon followed by the Foggy River Boys and Plummer Family. And in the following decades, dozens of music shows followed their lead and established theaters within a three-mile stretch on or near West 76. Among the traditional family shows are the Braschler Music Theater, Campbell's Ozark Country Jubilee, the Texans, Lowes' Music Theater featuring Loretta Lynn, the Lowe Sisters and guests, and 76 Music Hall with five different music shows including Al Brumley, Jr.





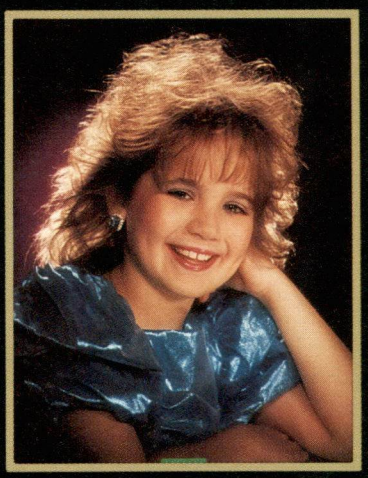
Today, almost 30 indoor theaters are the homes of more than 40 different music shows. Theater marquees display the names of such widely-known performing artists as Roy Clark, Ray Stevens, Mel Tillis, Box Car Willie, Sons of the Pioneers, Jim Stafford, Danny Davis and the Nashville Brass, Cristy Lane, Mickey Gilley, Moe Bandy, Shoji Tabuchi and Buck Trent. In 1992, such popular perform-

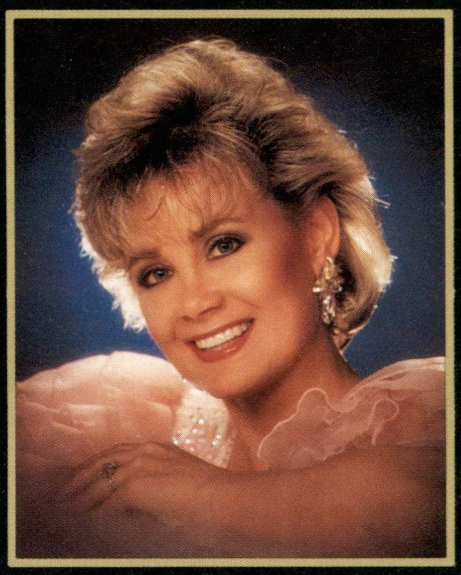
See "Music," Page 10



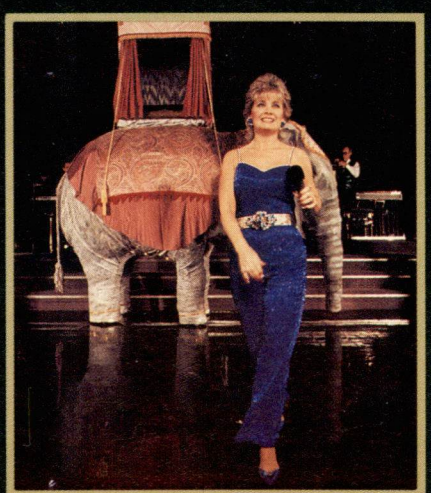
It's the Shoji Tabuchi Show!











The Shoji Tabuchi Show, and as quoted in Time Magazine, ". . . perhaps the most popular in town". It's a delightful variety show, featuring the multi-talented Shoji and his magic violin. Wife Dorothy is creative director, producer and vivacious emcee. Daughter Christina is a real show stopper. Wonderful production numbers, a talented cast and great band give the show its touch of class . . . the talk of the town!

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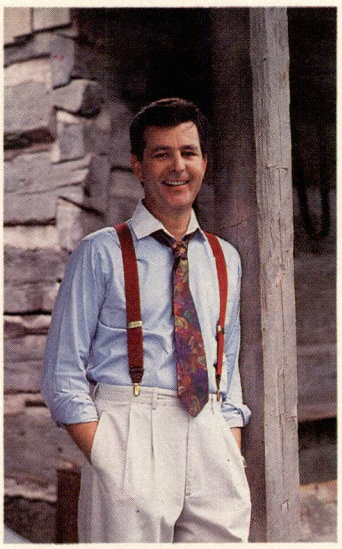
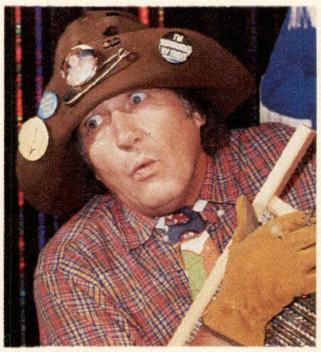
Music ... *From Page 8*

ers as Andy Williams, Willie Nelson and Merle Haggard became part of the entertainment community. The new 4,000-seat Grand Palace features celebrity hosts Glen Campbell and Louise Mandrell and major country music entertainers as guest stars. Celebration Theater offers contemporary Christian and gospel celebrity entertainers. And pianist Dino Kartsonakis headlines a music show this season.



Other famous entertainers including Reba McIntire, Ricky Skaggs, Conway Twitty, Waylon Jennings, T. G. Sheppard, Alabama and many others schedule frequent guest performances at Branson area theaters and amphitheatres.



The popular theme parks Silver Dollar City, Shepherd of the Hills Homestead and Outdoor Theatre, and Mutton Hollow Craft and Entertainment Village also offer music shows and country-style musical entertainment.

The popularity and success of the family music theaters helped to draw widely-known performers to the area as permanent residents or frequent visitors. In turn, the widely-known performers help attract more attention to the immense pool of talent in the

See "Music," Page 12

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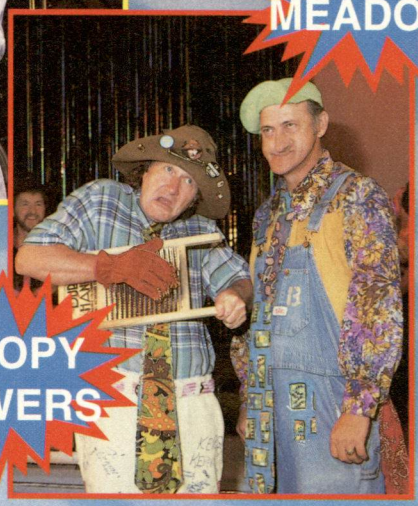

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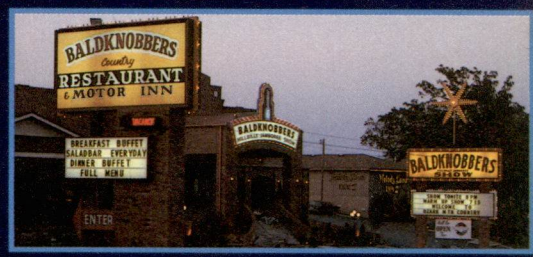

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Music ... *From Page 8*

original family theaters, creating a balance and variety to suit the musical taste of any listener.



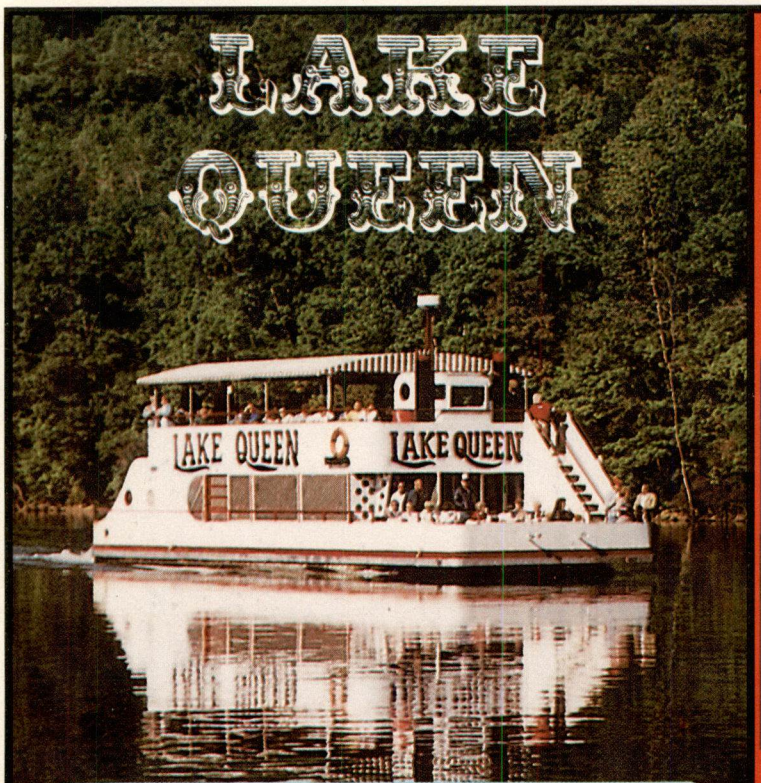
Country music is the common theme; however, all shows feature variety with bluegrass, western, gospel, "pop," rock and roll, jazz and classical music. And there's plenty of comedy for all ages.

Comfortable indoor theaters range in size from about 500 to 4,000 seats, and outdoor amphitheatres offer about 20,000 seats. Together, the indoor and outdoor theaters can seat over 56,000 people — that's more than Broadway!

The music industry has drawn international attention to the small town in the past two years. It has been featured on dozens of television and radio programs, in many widely-read magazines, and in most large newspapers in America. The phenomenal growth of Branson's live entertainment industry has captured nearly global attention from musical, travel and economic perspectives. The commercial and recreational growth is expected to continue.



Music — it's everywhere in the Branson/Lakes Area. Like no place else in the country. Like no place else in the world.



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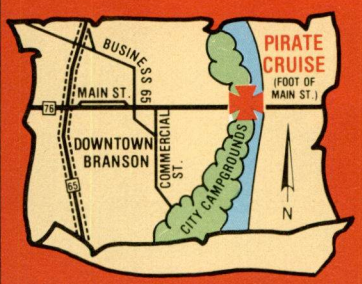

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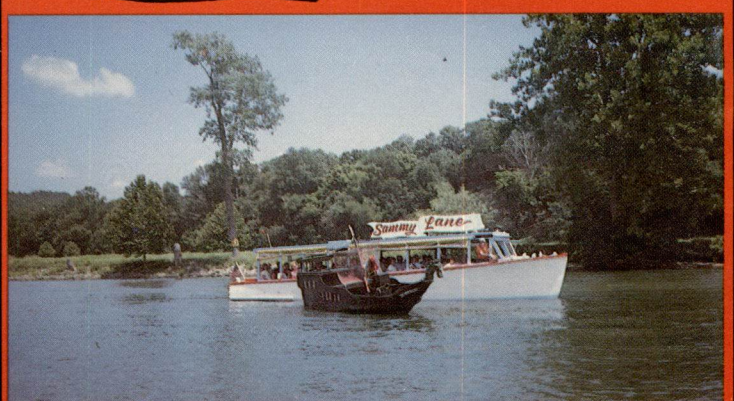

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Andy Griffith Show



Jerry Reed

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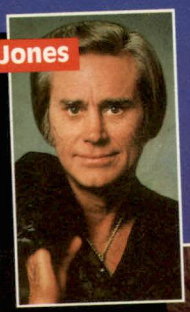
Connie Smith



George Jones





Loretta Lynn



Conway Twitty

Andy Griffith Show

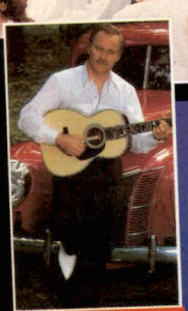




The Lowe Sisters

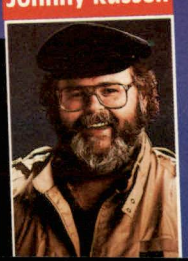
Loretta & Ernie





Vern Gosdin

Johnny Russell



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But no other area has so many clustered into one location, surrounded by some of the most appealing scenery in the country.



People of all ages and interests find plenty of fun in Branson, where family entertainment is the theme.

No where else in the world will you find as many live music shows as in Branson. Within only a few miles are more than 25 music theaters offering about 40 different live shows at various times of day. Country music is the favorite, but bluegrass, gospel, pop, classical, folk, jazz, rock n' roll, and plenty of family comedy lend variety to almost all the shows.

See "Variety," Page 16

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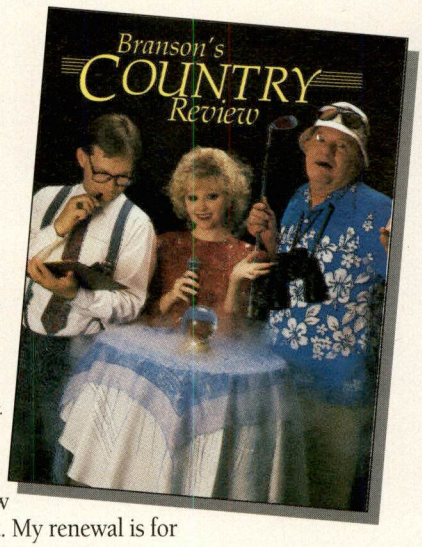
"This is one magazine I wouldn't do without. It lets us know what is going on in the Branson area which we visit two or three times a year." *Esther Linton Gilmer, TX.*

"Your magazine seems to be better with each issue. Thanks for all the information so I'll know what to expect with my next visit. My renewal is for another three years." *Colleen Sipes, Mustang, OK.*



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Branson's Country Review provides complete Ozark Mountain Country entertainment information. You'll read about Branson's many family oriented shows and the players that make them great. You'll have front-row seats in your easy chair for the national country acts headlining in many theaters. Plus you'll get other highlights from area theme parks, water activities, craft shows and more. We'll also give you an area "backroads" map so you can make the most of your valuable vacation time.

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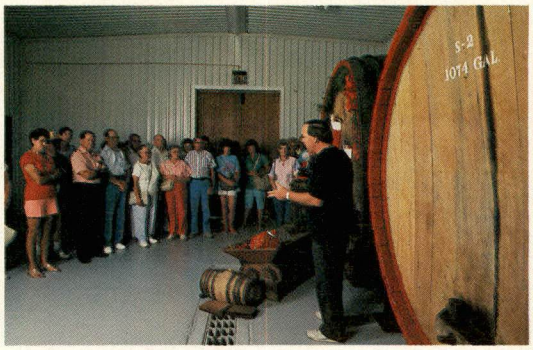
Variety ... *From Page 14*



Three big lakes — Table Rock, Taneycomo and Bull Shoals — offer some of the finest fishing in the nation and every freshwater activity you can name. Boating, swimming, skiing, sailing, sunning, scuba diving, parasailing or whatever your favorite water activity, you'll find it here. Or, take an early morning boat ride for a glimpse of a whitetail deer, a mink or other small wild creature on the shoreline.

Three big theme parks help draw millions of visitors to the Branson/Lakes Area each year. Silver Dollar City, an 1880s Ozarks village inhabited by a colony of unique crafters and artists, is built over one of the area's first tourist attractions — Marvel Cave. Silver Dollar City features rides and



See "Variety," Page 43

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Shopping: A sport for all seasons at local malls, stores and markets

"Tomorrow's heirlooms" fill shelves and shops in the Branson/Lakes Area.

Shopping for treasures to take home is a favorite pastime for visitors, and the area is rapidly growing in reputation as a unique shopping destination.



Hundreds of talented artists and crafters are waiting here for you to discover their creations — many of them one-of-a-kind items. Paintings, sculptures, handmade wares of all types and sizes, and items made to order create a unique shopping environment. Carved wooden carousel horses, old-time musical instruments, hand-stitched quilts, custom pottery, blown glass items, jewelry, stained glass, tintype photos — these are only a few of the goods that create an art festival atmosphere.

You name it — in the Branson/Lakes Area, chances are good that someone can make it to your order. And in many instances, it can be made while you watch.

Many of these artistic individuals can be found at local theme parks like Silver Dollar City, Shepherd of the Hills Homestead and Mutton Hollow Craft Village. Many more are located at malls, shops and studios throughout the area.



People have been coming to the Branson/Lakes Area for decades for its quality handcrafted wares. It's a reputation that has helped the area grow. Many shops are open all year, and others offer catalogs of unusual gifts.

Along with "tomorrow's heirlooms" are a lot of today's collectibles. Antiques and other sought-after items abound. You don't have to drive very far in any direction to find flea markets, antique shops and curiosity stores. Iron bedsteads, old kitchen gadgets, hand-tatted lace

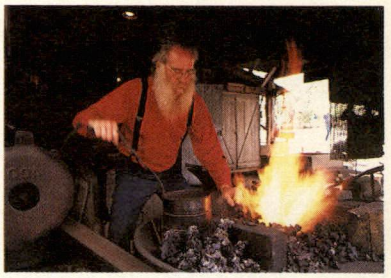




collars, old books and prints, antique firearms, and almost anything else you can name is more than likely available at a local shop. It's up to you to find it — but that's all part of the adventure.



For the contemporary shopper, the Branson/Lakes Area offers everything you'd find in a huge urban shopping area, and without urban price tags. In downtown business districts of Branson, Kimberling City, Lakeview, Hollister and Forsyth, merchandisers and service businesses provide for all the needs of the resident population, with plenty of bargains to interest the casual visitor. Clothing, shoes, accessories, cosmetics, and all other essentials are easily found at popular prices. Factory Merchants Mall in Branson offers a large collection of name-brand stores, with thousands of items at discount prices.



You'll find just what you've always wanted, any time of year. And if you don't, we'll try to custom-make it for you, in the Branson/Lakes Area.



From fast to fancy, dining places cater to all tastes, budgets

Food is part of the fun in the Branson/Lakes Area, and you'll be tempted to try it all during your vacation here.



Branson is famous for its variety of entertainment, and it's just about as versatile in its eating establishments. Country foods are the favorite (just like the music), but Mexican, Greek, Oriental, Australian and Italian restaurants draw their share at dinnertime. Steaks, prime rib and seafood, barbecue, trout and catfish, as well as all your other favorite foods are offered here. Whether you sit down to a long, leisurely dinner or your favorite "fast food" — you won't leave the table hungry in the Branson/Lakes Area. Gracious candlelight feasts for special memorable meals, family restaurants for good home cooking, snack shops for change-of-pace fare — you'll have dozens of choices for each meal.

Serving comes in all styles. Whether you choose family style, cafeteria, buffet, or full service dining, you can depend on courteous assistance and delicious "country cuisine."



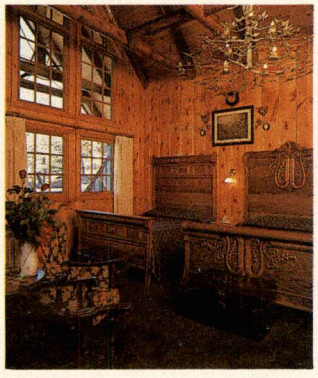
As varied as the fare is the choice of location. Lakeside, cliff top, next to your favorite music show, or right there at your motel or resort, you'll find restaurants and snack shops easily accessible.

Large groups are welcomed and can be accommodated at most dining establishments.

Lodging that's an overnight success

Turn of the century visitors to the Branson/Lakes Area, drawn by fishing opportunities and the interest spurred by Harold Bell Wright's novel "The Shepherd of the Hills," found a single motel in Branson to accommodate them.

Those early visitors often spent their stay camping on residents' lawns!

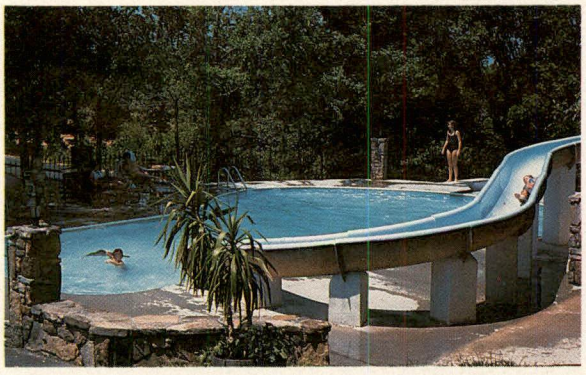


Today, about 12,000 rooms are available in local motels, hotels, resorts, bed and breakfast inns and condominiums. From family budget lodging to luxurious suites, and from cozy single rooms to cabins large enough for groups, you'll find comfortable, affordable places to stay.

Many motel, hotel and resort lodgings accommodate up to six people, so there's plenty of room for family members and friends. Some have on-site restaurants and lounges, most have swimming pools, and most accommodations businesses feature cable television, in-room telephones and the modern amenities visitors expect.

Saunas, spas, indoor pools, playgrounds, game rooms, kitchenettes, laundry facilities and many other options are available.

Most resorts offer housekeeping accommodations with all the comforts of home, as well as special attractions for family members of all ages. Cottages of up to five bedrooms are available.



Many local resorts are located at lakeside, offering access to docks, boats and all the equipment you need for water recreation, all year around.

See "Lodging," Page 31

Camping that suits your style

Camping enthusiasts can choose from dozens of campgrounds and recreational vehicle parks in the Branson/Lakes Area.

From "roughing it" by the lake shore in your tent to campgrounds offering indoor pools and convention facilities, you can find the right campsite here. You can choose from 7,000 campsites!



Any time of year, campers find their way to Branson. Camping spaces are available year-around, although some parks do close for the winter months.

Among the features at many Branson/Lakes Area campgrounds and recreational vehicle parks are pull-through spaces, shaded sites, full hook-ups, dump stations, showers, picnic tables and charcoal grills. Lakeside camping parks offer boat launching ramps, docks and boat and motor rentals. Some offer a convenience store for groceries, and many have game rooms, playgrounds and swimming pools. Kitchenettes are available, and some camping parks offer restaurants.

It's not uncommon to find luxury features like hot tubs, indoor pools, cable television and

meeting rooms at local campgrounds.

All are geared to family camping, and some offer weekly, senior citizen and group rates as well as daily standard rates.

Pets are welcomed at most campgrounds.



Whether you carry your camping needs in a knapsack or travel for months at a time in the comfort of your motor home, Branson/Lakes Area camping facilities will suit your style of vacationing.

Additional information about local campgrounds is available in the Directory pages of this magazine, or by contacting the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 1-900-884-BRANSON ($1.50 per minute, average call three minutes).

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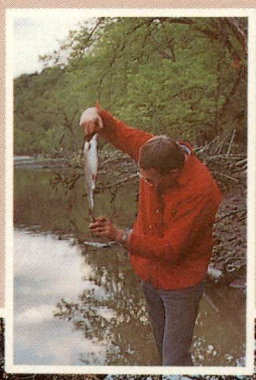
A CAMPING RESORT • RESERVATIONS 1/800/626-4761
Easy access to all area attractions plus excellent trout fishing



Designed, built and operated by campers for campers • Full service campground • Large pull-thrus • Full hook-ups • 15/30/50 amp electric • Sparkling bath house • All desired facilities • Money saving entertainment and camping package plans! Open all year.

HCR 9, Box 1472C • Branson, MO 65616
417/334-7450



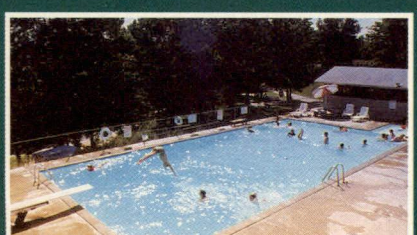
The Closest Campground & Motel To Silver Dollar City



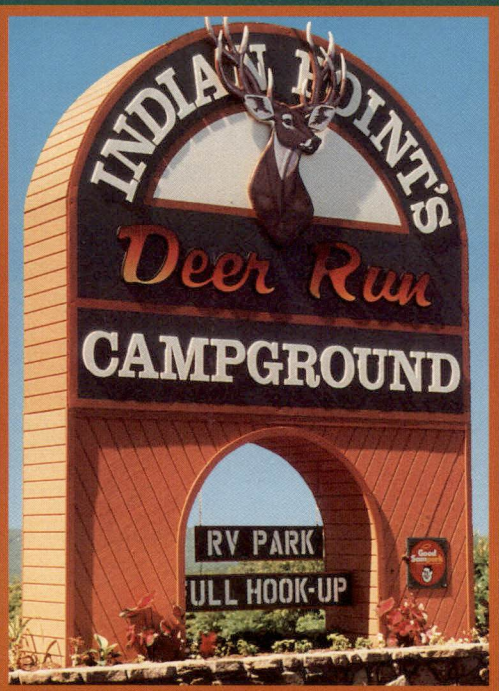
Shady, clean and comfortable camping.

Our Location Is As Popular As Our Famous Neighbor!

Walk To Silver Dollar City!



Roomy poolside pleasures mean more fun.



Indian Point's Deer Run Campground & Motel
HCR 1, Box 1168-B, Branson, MO 65616
Reservations: 1-417-338-2222



Our General Store will have what you need.

140 Campsites
50 Amp Full Hook-Ups To Tent Sites.
Unique & Cozy Bunk Houses
Individual & Affordable. It's Indoor Camping!
Grocery Store & Supplies

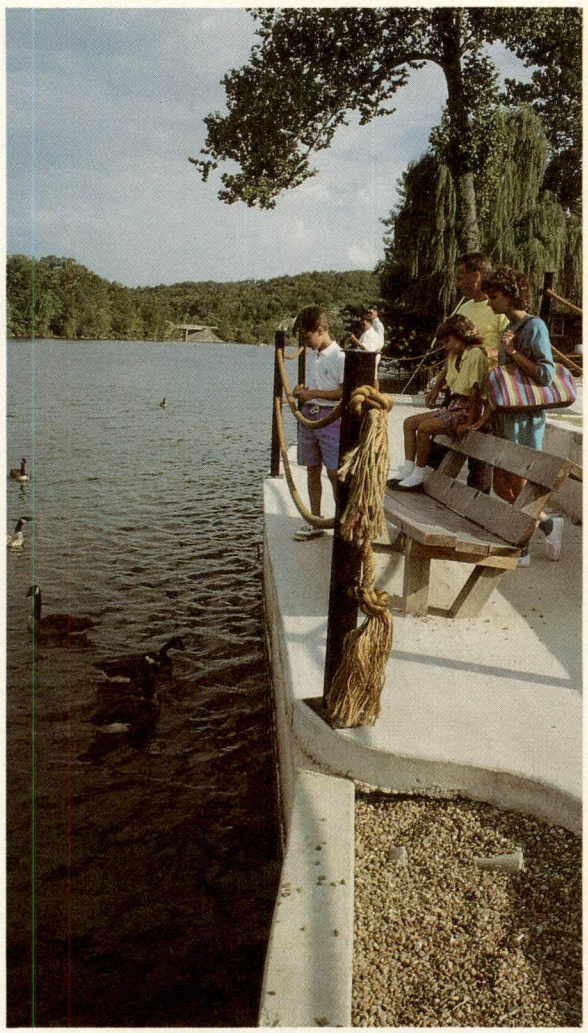
96 New Motel Rooms For '92!
Featuring 14 Kitchenette Suites!

Just 4 Miles To Music Shows
Only Minutes From Table Rock Lake!
Immaculate Private Showers
Coin-Op Laundry•Game Room
Playground•Park-Like Setting
VISA & MASTERCARD

Ozarks outdoors - a natural attraction

Hiking, biking, hunting, fishing, spelunking, or sightseeing — the Branson/Lakes Area's outdoors are a year-around attraction to many thousands of visitors.

Fresh air, clean land and lakes, great mountain scenery, lots of wide-open spaces — Ozark Mountain Country offers it all to outdoors types.



From anywhere in the area, the wooded hills are within an easy walk. Wild creatures and wild flowers are frequently framed in nature lovers' camera lenses, and a walk through the woods will always result in some souvenir photos. Whether you take established nature trails, such as those at the Dewey Short Visitor Center at Table Rock Lake or the Henning State Forest at Dewey Bald Mountain, or strike out cross-country on your own, walking the Ozarks woods is a worthwhile experience. A tip before you walk out on your own — ask permission first from the land owner, and be sure to watch for landmarks. It's easy to get turned around in these hilly woods. In the summer months, insect repellent is advised to ward off "chiggers" and ticks.

Bikers will find few designated trails, but bicyclists are frequently seen enjoying the sights along highways and rural roads in the lakes area. Safety is the first concern, and bicyclists are asked to exercise care when traveling along local roadways.

Hunters come by the thousands each season for deer, turkey, and other game, and they don't go home disappointed. Hunting seasons are established each year by the Missouri Department of Conservation, and information on specific seasons, regulations and hunter safety is available through the Branson/Lakes Area Chamber of Commerce.

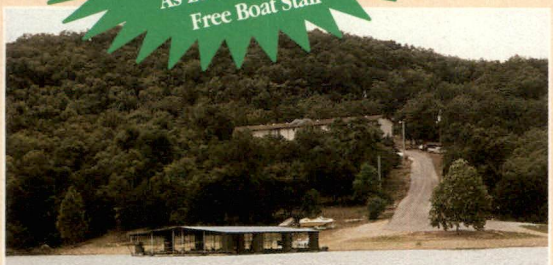
Good fishing is a "given" in the Lakes Area — trout, bass, crappie and other panfish are a leading reason to visit. Anglers will find a wealth of game fish all year long, as described in other articles in this magazine.

Spelunking, or cave exploring, is an unusual opportunity the Lakes Area offers. The rough land of ledge rock and "balds" holds some of its natural treasure underground in caves. Marvel Cave at Silver Dollar City, Talking Rocks Cavern near Kimberling City, and Fantastic Caverns near Springfield are featured attractions with guided tours for visitors. Many other caves are not open to the public, but some are accessible by landowner permission.

For people who prefer seeing the outdoors from the comfort of their automobiles, all numbered highways offer scenic vistas of the Ozarks. Springtime motorists can view hillsides covered with dogwood and red bud against the always dark green cedars. And in the autumn, the Branson/Lakes Area presents an unofficial but always rewarding "flaming fall revue" of colorful changing leaves. Autumn is a

See "Outdoors," Page 30

Spring Special
As Low As $32.00
Free Boat Stall





Our lighted covered dock and paved ramp are your convenient connections to all the fun of Table Rock Lake. Rental boats, motors & guide service available.

Rockwood Resort

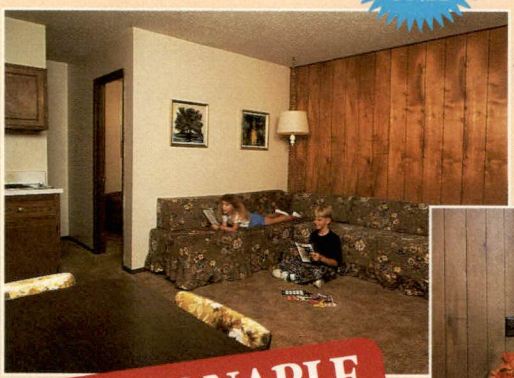
On Table Rock Lake

Only 4½ Miles From Music Shows

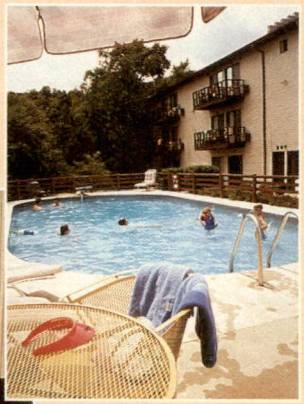
QUIET



A UNIT



- Cable TV-Color
- Grills & Picnic Area
- Housekeeping
- 48' x 24' Pool
- Lakeview From Your Balcony





REASONABLE

Where Guests Become Friends

Vacations are friendlier at Rockwood Resort. That's because our clean & quiet setting offers relaxation with the convenience of being only 1½ miles from Silver Dollar City and just 4½ miles from Branson Music Shows.

All rooms are immaculately clean, fully equipped kitchenettes featuring color cable TV, A/C, a superb lakeview, and much more.

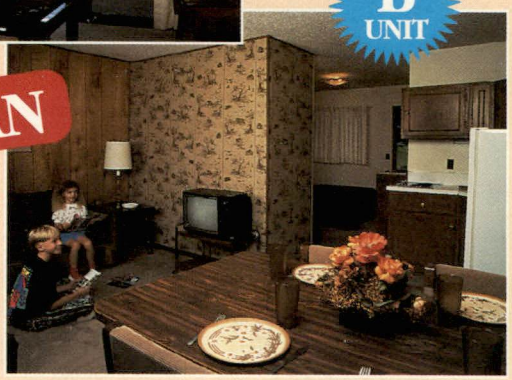
Good fishing and skiing come naturally at Rockwood Resort, plus our large pool provides hours of crystal clear fun. The kids love fishing from our dock, too.

Summer Fun
As Low As
$48.00

Early Fall Special
As Low As
$32.00

B UNIT

CLEAN



Only 1½ Miles From Silver Dollar City

Call or Write for Free Brochure and Seasonal Specials

SR1, Box 1162
Branson, MO 65616

417-338-2470

UNIT	A	B	C	D
March 13-May 14	$37	$40	$60	$70
May 15-Aug. 21 & Holidays	$53	$55	$75	$85
Aug. 22-Sept. 17	$37	$40	$60	$70
Sept. 18-Closing	$45	$48	$70	$80

Rates Based On 2 Persons
$5/Day For Each Additional Person

SAVE! SAVE!
Deduct
$5 Per Day For
Stays Of 3 Nights
Or More!

Come Stay On The Lake In The Quiet And Out Of The Traffic

From Branson, take 76 West to Silver Dollar City. Turn South on Indian Point Rd. Only 1.5 Miles from Silver Dollar City.

Table Rock Lake: An angler's paradise

By Rich Rodenberg

Table Rock Lake is a freshwater fisherman's paradise.

Fertile waters teaming with an assortment of America's top sportfish make Table Rock the ideal spot for the novice and serious fisherman alike.



Year after year, anglers from across the country converge on Table Rock Lake to experience some of the finest bass fishing in North America. Deep channels, diverse underwater structure, and an immense forage base sustain rapid growth rates for the lake's burgeoning bass population. Vast numbers of largemouth, smallmouth and Kentucky bass infest Table Rock's 745 miles of shoreline. The spring months are considered the best time for bass fishing; however, summer and fall yield excellent catches, too.

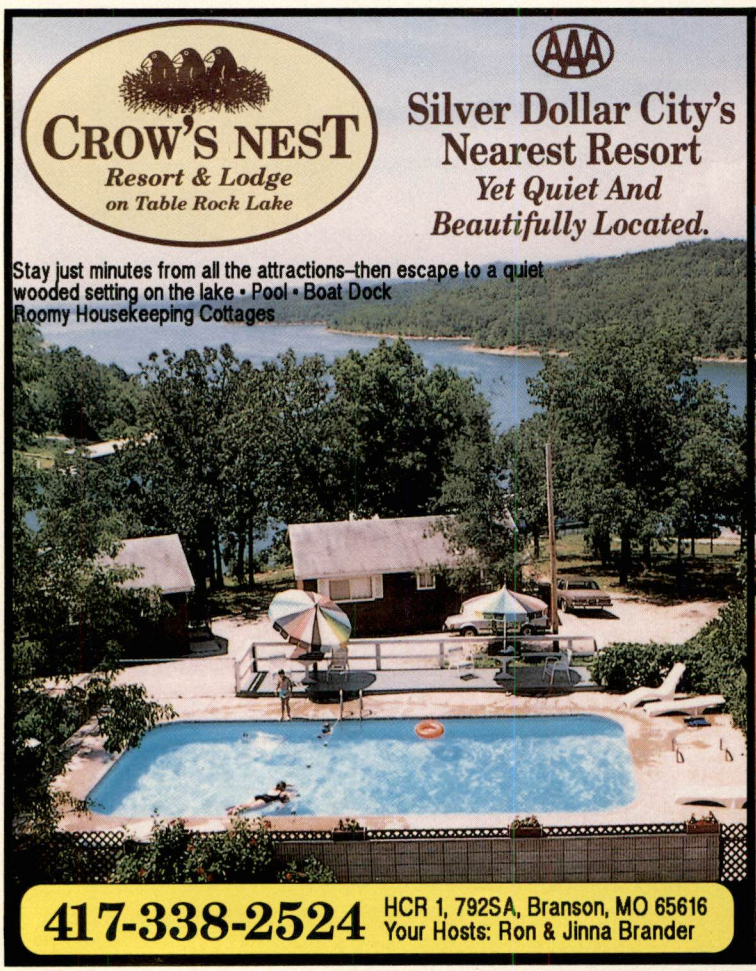
•Spring — Excellent for all species of bass and panfish including crappie.

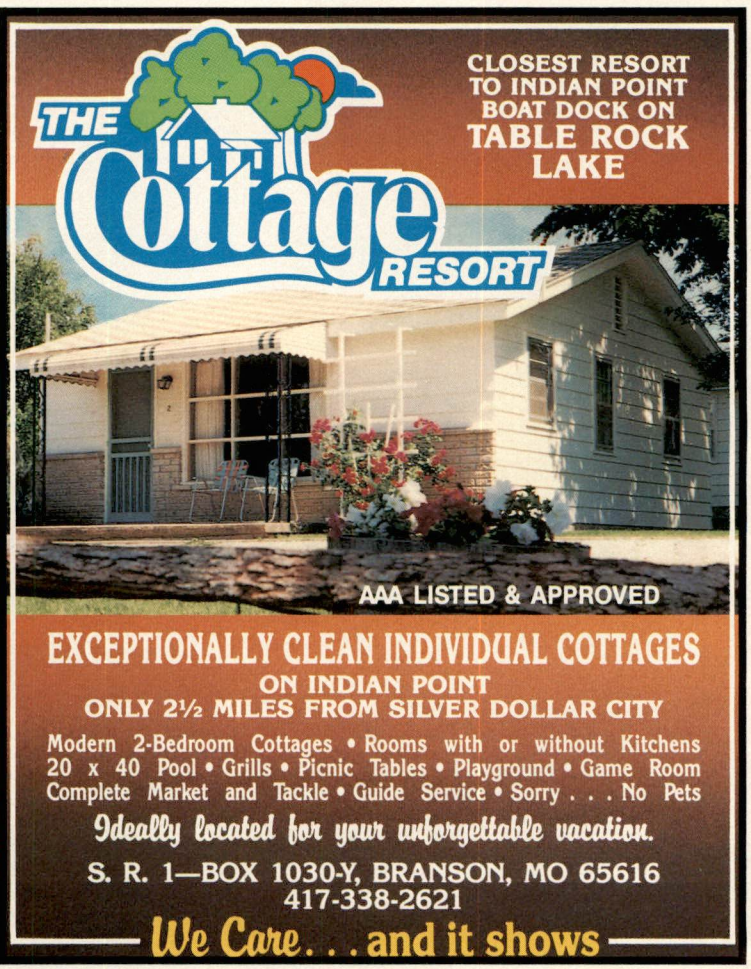
•Summer — Excellent for Kentucky bass, bluegill and catfish.

•Fall — Very good for all species of bass. Excellent for bluegill. Good for crappie late in the fall.

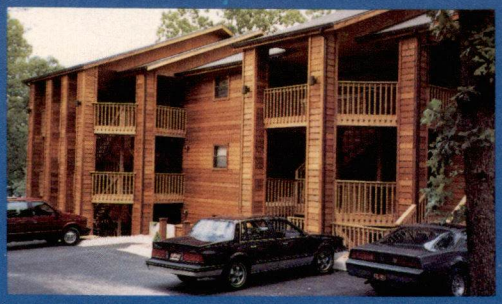
•Winter— Fair to good for all species of bass during periods of warm weather. Good for all species of panfish. Best months are December and February.

See "Table Rock," Page 34



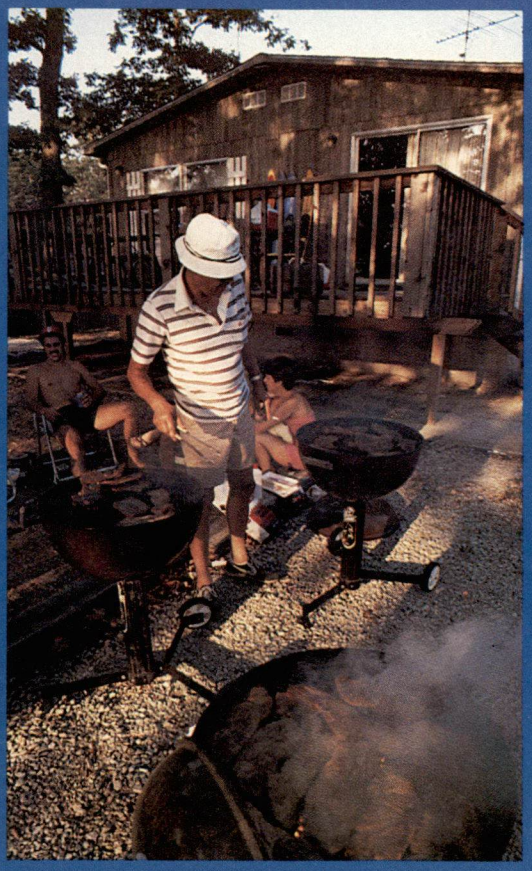


Two great resorts give you all of the Ozarks and Table Rock Lake!











Still Waters and Winged Eagle — two great resorts on scenic Indian Point overlooking Table Rock Lake — provide everything for your **perfect vacation!**

We're a great place for family reunions, fishing, your honeymoon and meeting new friends. While we're off the beaten path, **Still Waters and Winged Eagle** are only minutes away from all the Ozarks has to offer — Silver Dollar City, country music shows, outdoor dramas, arts and crafts and fine restaurants.

On the lake, we have everything you need — ski boats, fishing boats, pontoon boats, and water skis — available for rent. Paddle boats are **FREE!**

We have new covered boat docks with wide padded stalls, electricity, bait and fishing licenses. We also can put you in touch with the top professional fishing guides on Table Rock Lake!

Enjoy the swimming pools, swimming decks, beach, tennis, paddle boats, and recreation of both resorts. **Still Waters and Winged Eagle** have a wide range of spacious 1-to-4 bedroom housekeeping cottages and condominiums. Included here is a portion of all that both resorts offer.

Please call us direct today for a brochure, price information and reservations. We'll answer all your questions so that nothing is missing. The **personal attention you get** at our resorts makes a difference!

Still Waters and Winged Eagle Resorts. Located west of Branson on Indian Point Road (76-60), 2 miles south of Silver Dollar City, paved roads lead to both resorts.

Sincerely,
The Battaglias

Discover our new 1-4 bedroom condo's with hot tubs.

Our personal attention makes perfect vacations happen for you! Please call us direct for reservations.

Still Waters Resort

HCR 1, BOX 958
BRANSON, MO 65616

417 338-2323

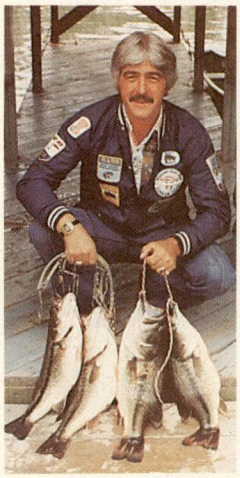
Winged Eagle Resort

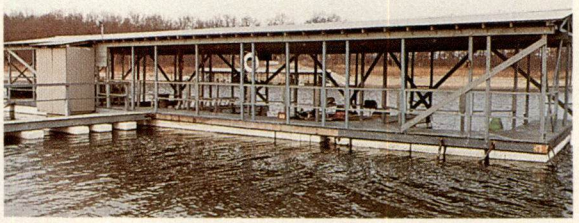
HCR 1, BOX 928
BRANSON, MO 65616

417 338-2314

Lakefront Resort on Table Rock Lake

Quiet and convenient! TRAIL'S END RESORT & RV PARK is located in a gently sloping, park-like setting on Indian Point. Enjoy all of the great fishing, boating and fantastic water skiing on Table Rock Lake . . . while only 2½ miles from Silver Dollar City and minutes from Branson's country music shows, attractions, shops and fine restaurants.





GREAT FISHING! TRAIL'S END offers personal service and quality facilities for serious anglers as well as family fishing outings . . .

TWO COVERED DOCKS with

- Fish cleaning tables
- Covered boat stalls
- Electric at stalls
- Personal lockers
- Concrete launch ramp
- Fishing deck
- Boats w/swivel seats
- Outboard motors
- Trolling motors
- Bass boats
- Pontoon boat
- Tackle and bait
- FREE freezer service
- Guides available

We'll provide you with a FREE lake map and current fishing information on where, when and how to catch fish. Your successful fishing trip is our concern!

Your whole family will have plenty of fun . . .

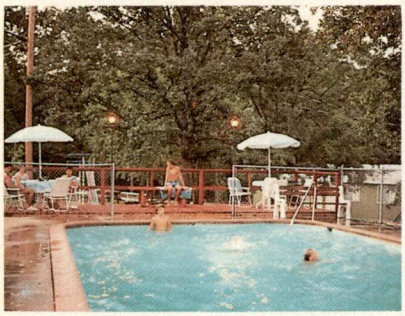
FILTERED POOL

- Diving board
- Sun deck
- Children's playground
- Swings
- Log playhouse
- Sand boat

LAKEFRONT PARK

- Level, shaded picnic area
- Lawn swings
- Horseshoes
- Volleyball
- Badminton
- Tetherball

Swim or fish off our dock's sun deck!

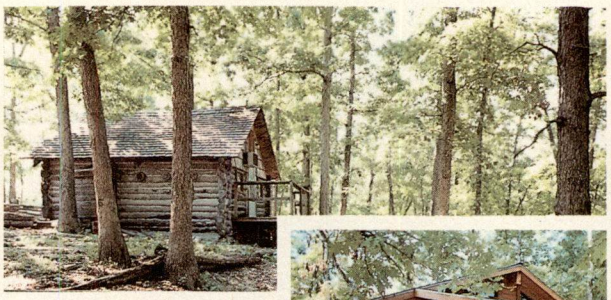


COMFORTABLE! Your accommodations at TRAIL'S END are comfortable, ultra-clean housekeeping units featuring . . .

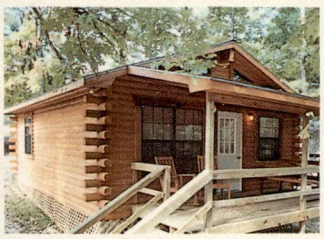
- Kitchens w/cookware, dishes and utensils
- Linens/Carpeting
- Full baths
- Cable color TV's
- Air cond. & heat
- Barbeque grills
- Picnic tables

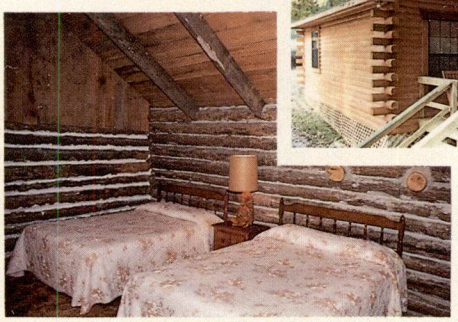
Efficiencies, 1 & 2 bedroom units & log cabins w/kitchens & motel units are available. Resort units have decks w/lakeviews, are 75 to 110 yards from the lake and convenient to the pool.

Genuine Log Cabins combine rustic beauty with modern comforts!

















RV PARK TOO! TRAIL'S END has one of the few RV parks that is conveniently located and offers all of the facilities of our adjacent lakefront resort . . .

FULL HOOKUP RV SITES

- Level pads
- 20, 30 & 50 amp electricity
- Water & Sewer
- Concrete patios
- Barbeque grills
- Picnic tables
- Pull thru's available

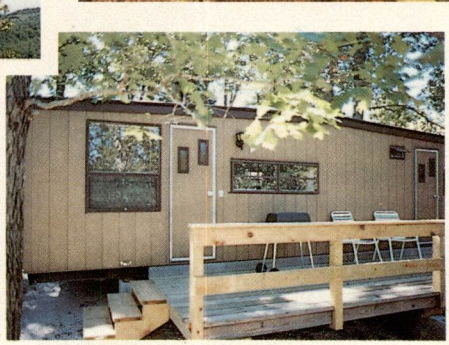
Extra Clean Showerhouse, Restrooms & Laundry

Friends can stay close by in our resort units or our RV Park Rental Units that are fully equipped and on site . . .

RV PARK RENTAL UNITS

- 1 Bedroom Park Model RV's
- 2 and 3 Bedroom Park Mobile Homes

At TRAIL'S END RESORT & RV PARK you'll receive friendly, personal service . . . it's called Ozark hospitality.



(417) 338-2633

TRAIL'S END RESORT & RV PARK
HCR 1, Box 1149SA Branson, MO 65616

INDIAN POINT LODGE

Lakefront Resort on Table Rock Lake

Secluded, yet convenient! INDIAN POINT LODGE offers you all of the great fishing, boating and fantastic water skiing on Table Rock Lake . . . while convenient to Silver Dollar City, White Water, country music shows, shops and fine restaurants. So, enjoy it all!

Fishermen return to INDIAN POINT LODGE year after year because of the special attention and quality facilities they always enjoy . . . TWO COVERED DOCKS with

- Fish cleaning tables
- Large 18' x 20' stalls
- Electrical outlets at each stall
- FREE personal storage lockers
- Concrete launch ramp
- Boats with swivel seats
- Motors
- Bass Boats
- Pontoon boat
- Tackle and bait
- FREE freezer service
- Fishing and sun deck

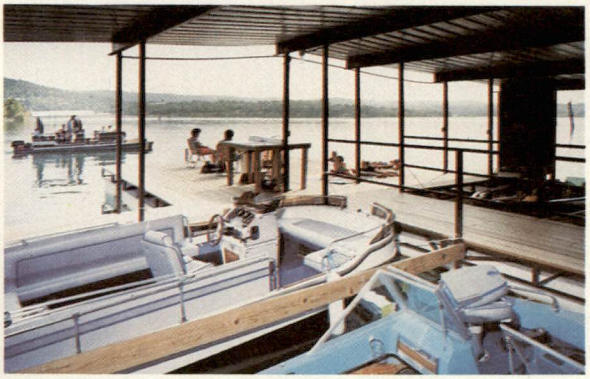
The waters surrounding INDIAN POINT LODGE consistently produce lunker largemouth, smallmouth and Kentucky bass, along with white bass, crappie, bluegill and catfish. Spring and fall are the best times to catch fish in shallow water.

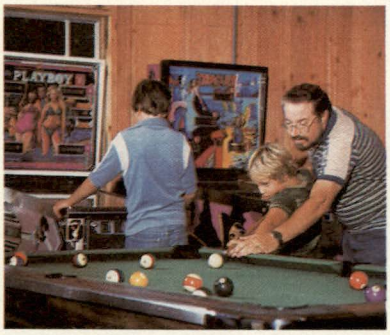
We'll give you a FREE lake map and current fishing information or make arrangements for you with an experienced guide. We care about your equipment and we're dedicated to help you catch fish!



Distance from Indian Point Lodge to:	
Silver Dollar City and Marvel Cave	2½ mi.
Shepherd of the Hills Farm and Play	4 mi.
15 Country Music Shows	7 mi.
White Water	6 mi.
John the Diver School of Diving	10 mi.
Horseback Riding	3 mi.
Golf Course	10 mi.
Trout Hatchery	9 mi.
5 Restaurants, Lounges, Groceries, Gasoline	1 mi.
Protestant and Catholic Churches	3-10 mi.







DISCOUNT VACATION & FISHING PACKAGES FOR SPRING & FALL

For family fun, INDIAN POINT LODGE has all the right ingredients for perfect vacations...

FILTERED POOL
- 20' x 40'
- Diving board

RECREATION ROOM
- Pool table
- Ping pong
- Pinballs
- Video games

LAKE-SIDE PARK
- Level, shaded picnic area
- Barbeque grills
- Picnic tables
- Lawn swings
- Playgrounds
- Horseshoes
- Volley ball
- Badminton

You can also fish and swim from the docks' sun decks!







Most accommodating! All units at INDIAN POINT LODGE are ultra-clean, modern housekeeping units featuring . . .

- Kitchens
- Cooking utensils
- Linens
- Carpeting
- Full baths
- Cable color TV's
- Air conditioning
- Electric heat
- Barbeque grills
- Patios

One, two, three and four bedroom units are available. All units have lakeviews, are 50 to 100 yards from the lake and convenient to the pool.

YOUR HOSTS: GREG AND BRENDA MAYCOCK

For your fishing trip, family vacation and fall relaxation... the best Ozark vacations are waiting for you at INDIAN POINT LODGE.

FOR RESERVATIONS AND FREE COLOR BROCHURE CALL:
417/338-2250 or write: INDIAN POINT LODGE
HCR 1, Box 982SA Branson, MO 65616

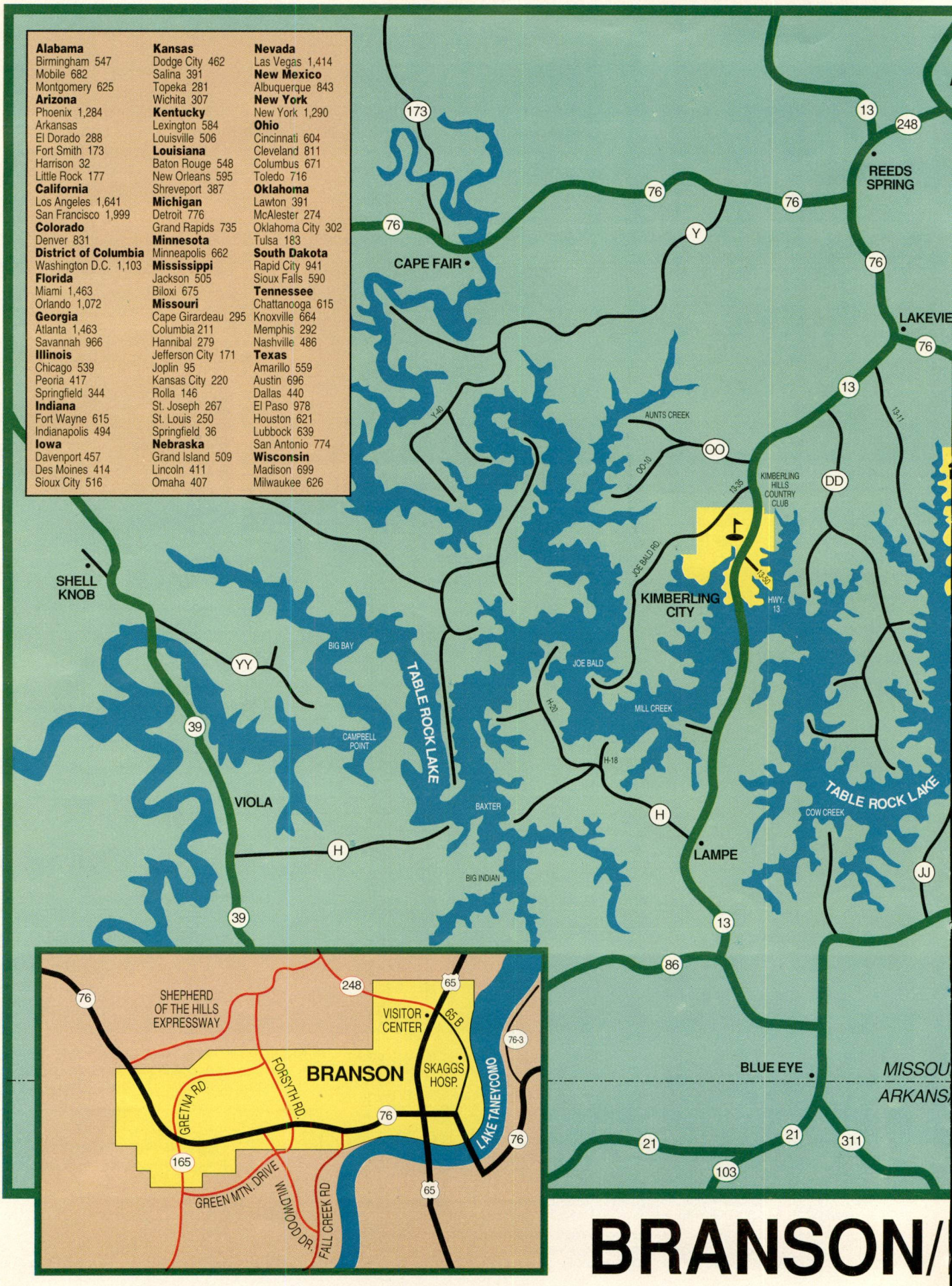
FREE FISHING NEWSLETTER
Just complete and mail this coupon.

Name_____

Address_____

City_____

State_____ Zip_____


Alabama
Birmingham 547
Mobile 682
Montgomery 625
Arizona
Phoenix 1,284
Arkansas
El Dorado 288
Fort Smith 173
Harrison 32
Little Rock 177
California
Los Angeles 1,641
San Francisco 1,999
Colorado
Denver 831
District of Columbia
Washington D.C. 1,103
Florida
Miami 1,463
Orlando 1,072
Georgia
Atlanta 1,463
Savannah 966
Illinois
Chicago 539
Peoria 417
Springfield 344
Indiana
Fort Wayne 615
Indianapolis 494
Iowa
Davenport 457
Des Moines 414
Sioux City 516
Kansas
Dodge City 462
Salina 391
Topeka 281
Wichita 307
Kentucky
Lexington 584
Louisville 506
Louisiana
Baton Rouge 548
New Orleans 595
Shreveport 387
Michigan
Detroit 776
Grand Rapids 735
Minnesota
Minneapolis 662
Mississippi
Jackson 505
Biloxi 675
Missouri
Cape Girardeau 295
Columbia 211
Hannibal 279
Jefferson City 171
Joplin 95
Kansas City 220
Rolla 146
St. Joseph 267
St. Louis 250
Springfield 36
Nebraska
Grand Island 509
Lincoln 411
Omaha 407
Nevada
Las Vegas 1,414
New Mexico
Albuquerque 843
New York
New York 1,290
Ohio
Cincinnati 604
Cleveland 811
Columbus 671
Toledo 716
Oklahoma
Lawton 391
McAlester 274
Oklahoma City 302
Tulsa 183
South Dakota
Rapid City 941
Sioux Falls 590
Tennessee
Chattanooga 615
Knoxville 664
Memphis 292
Nashville 486
Texas
Amarillo 559
Austin 696
Dallas 440
El Paso 978
Houston 621
Lubbock 639
San Antonio 774
Wisconsin
Madison 699
Milwaukee 626
173
76
CAPE FAIR
Y
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248
REEDS SPRING
LAKEVIE
Y-40
AUNTS CREEK
OO
OO-10
13-35
KIMBERLING HILLS COUNTRY CLUB
DD
13-11
JOE BALD RD
13-30
HWY. 13
KIMBERLING CITY
SHELL KNOB
YY
BIG BAY
TABLE ROCK LAKE
JOE BALD
MILL CREEK
H-20
39
CAMPBELL POINT
H-18
VIOLA
BAXTER
H
LAMPE
TABLE ROCK LAKE
COW CREEK
JJ
BIG INDIAN
86
BLUE EYE
MISSOU
ARKANS
21
311
103
SHEPHERD OF THE HILLS EXPRESSWAY
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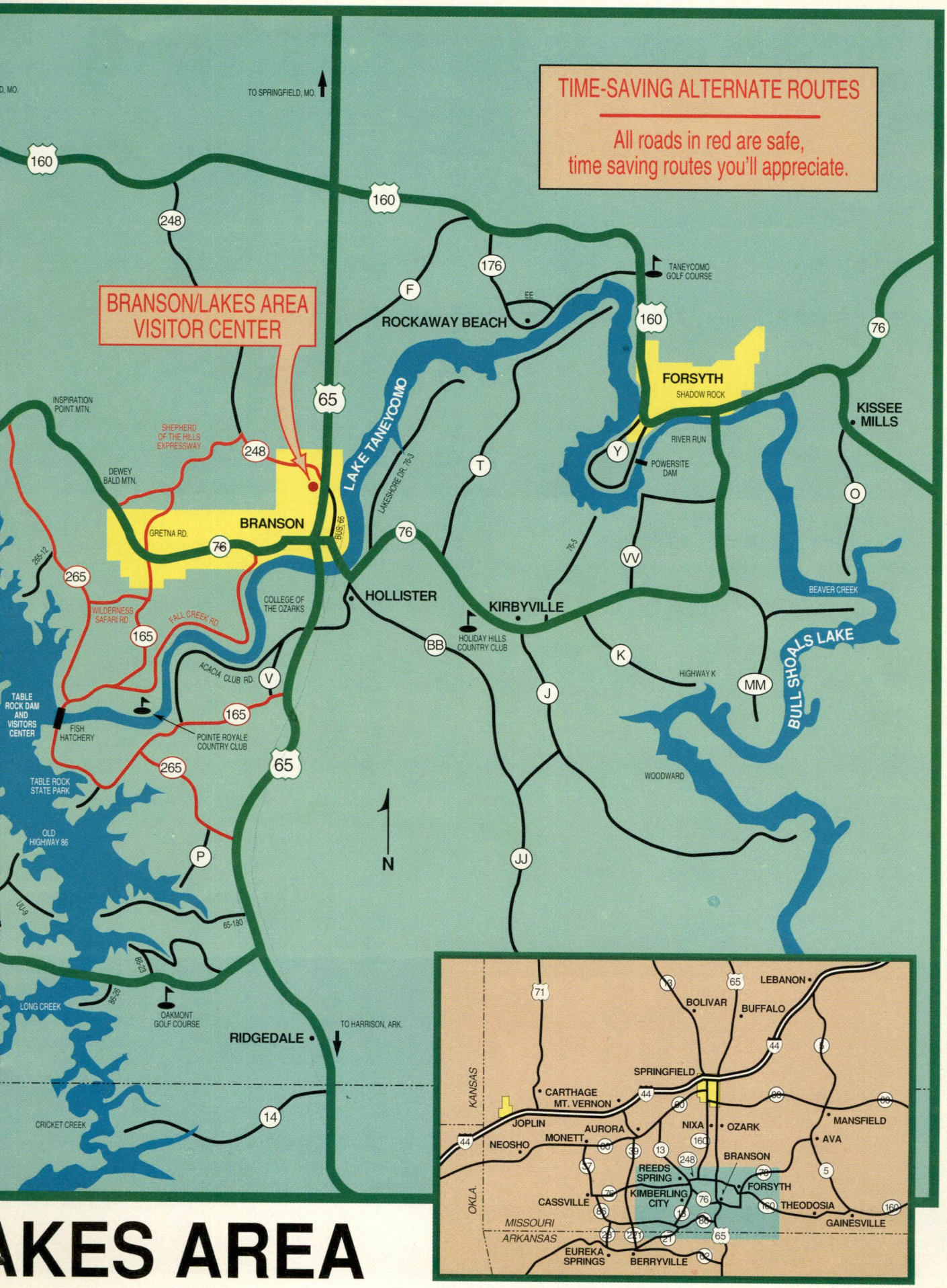
65
VISITOR CENTER
65 B
76-3
BRANSON
SKAGGS HOSP.
LAKE TANEYCOMO
FORSYTH RD.
GRETNA RD
165
GREEN MTN. DRIVE
WILDWOOD DR.
FALL CREEK RD
BRANSON/


TIME-SAVING ALTERNATE ROUTES
All roads in red are safe, time saving routes you'll appreciate.
BRANSON/LAKES AREA VISITOR CENTER
TO SPRINGFIELD, MO.
ROCKAWAY BEACH
TANEYCOMO GOLF COURSE
FORSYTH
SHADOW ROCK
KISSEE MILLS
LAKE TANEYCOMO
LAKESHORE DR 76-3
RIVER RUN
POWERSITE DAM
INSPIRATION POINT MTN.
SHEPHERD OF THE HILLS EXPRESSWAY
DEWEY BALD MTN.
BRANSON
GRETNA RD.
BUS 65
HOLLISTER
COLLEGE OF THE OZARKS
KIRBYVILLE
HOLIDAY HILLS COUNTRY CLUB
BEAVER CREEK
BULL SHOALS LAKE
HIGHWAY K
WOODWARD
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AKES AREA

Outdoors ... *From Page 22*

spectacular time to view the Ozarks scenery, and a perennially popular time to visit.



Millions of visitors have already discovered the attractions of summer scenery in the Branson/Lakes Area, and the winter season is rapidly growing in popularity during Ozark Mountain Christmas.

During the holidays, the emphasis is on nighttime scenery as the "Festival of Lights" turns the landscape into a glistening display. The Branson/Lakes Area is lit with millions of twinkling lights in major displays, themed "signature" lighting in several communities, and edge-lighted buildings and structures throughout the area. It offers many miles of evening enjoyment.

SLIP AWAY TO

Branson

& THE LAKES AREA

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Inquiries for the Branson/Lakes Area Chamber of Commerce may be addressed to P.O. Box 220, Branson, MO 65616; 417-334-4136, FAX 417-334-4139.

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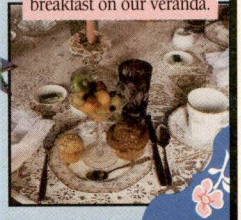

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Lodging ... *From Page 20*

Homey bed and breakfast inns are popular for the special surroundings and personalized service they offer.

Condominiums are available for an overnight trip or lengthy vacation, and offer everything needed for a comfortable stay.

The Branson/Lakes Area is increasingly popular for family reunions, tour groups, business meetings and other gatherings. Several motels and resorts offer meeting and convention facilities with large banquet rooms and halls.

Many motels and resorts have accommodations for physically handicapped guests.



Special lodgings are available for honeymoons and other occasions, to make those events even more memorable.

Some motels and resorts accept pets, but be sure to ask when you make your reservations.

Seasonal rates and senior citizen discounts apply at many lodgings, and most take major credit cards.

And the service — it's the best. Ozarks courtesy is everywhere, and you won't find a friendlier, more hospitable vacation environment than the Branson/Lakes Area.

In the heart of the action on West 76, or in the heart of the country at a quiet retreat, lodging is available any time of year. Whatever your budget, your special needs or desires, the Branson/Lakes Area can accommodate you.



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Spend your evenings in casual elegance and begin each new day with a hearty continental breakfast, while enjoying a breathtaking lakefront view.

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Your hosts, **Rick and Carol Carpenter,** look forward to your visit.

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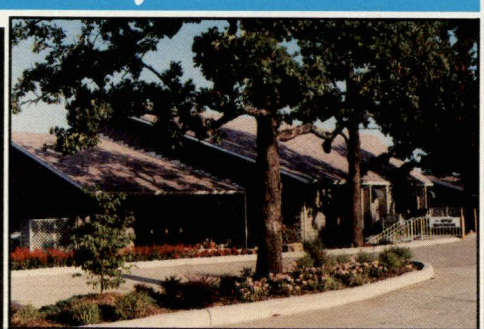
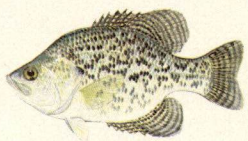
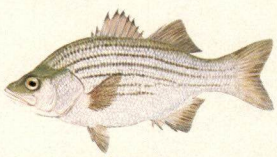
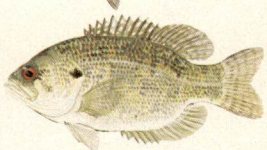


• *First class facilities* • *Great food* • *Breathtaking views*

Here's the what, when, where, and how of fishing the area lakes!

Offerings From The Deep

This marine art work is reproduced by permission from Windsor Publications, Inc. Their marine life art charts can be purchased by contacting Windsor Publications, 1000 S. Bertelesen, Building 14, Eugene, OR 97402 for a free color catalog. Text by Rich Rodenburg.

Table Rock Lake		Spring
Largemouth Bass 	Top sport fish. Widely distributed throughout the lake. Fish in excess of 5 pounds abundant.	Spring spawners, shoreline dwellers. Biggest fish of the year taken in March. Best numbers of fish taken in April and May.
Smallmouth Bass 	Considered best battler once hooked. Located at lower lake and upper reaches of main tributaries.	Same as Largemouth.
Kentucky Bass (Spotted) 	Very scrappy like its cousin the Smallmouth. Schooling fish in summer and fall. Abundant along entire main lake and major tributaries.	Same as Largemouth.
Black & White Crappie 	Excellent table fare. Average fish is large due to 10-inch minimum limit and the lake's immense forage base.	Early spring spawners. March and April best months. Wooded coves and main lake pockets with brush are best.
Bluegill 	Also excellent table fare. Big slabs over 3/4 pound are common. Located all over lake, especially near boat docks.	Late spring spawners. Fish concentrate in timber and brush in April and May.
White Bass 	Tremendous schools make annual runs to upper reaches of main tributaries each spring.	Schooling spring spawners. Run back in major creeks and rivers. Look for other boats as an indication fish are present.
Rock Bass (Goggle Eye) 	Very good table fare. Schooling fish are usually located in coves and creeks.	Late spring spawners. Schooling fish taken in May on shallow structure in the main lake and mouths of coves. Also live creek dwellers.
Catfish (Channel and Flathead) 	Excellent table fare. Located in coves, creeks and main lake pockets. Basically a nocturnal fish.	Late spring spawners. Fish start to move in April, given a mild winter. Best production comes from trotlines, juglines and limblines.

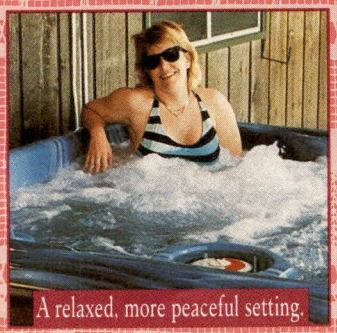
Lake Taneycomo		Spring
Rainbow Trout 	High concentrations all along lake. Aggressive sight feeders will take a variety of artificial lures and flies. They will take live bait equally well.	Fish feed actively due to high oxygen content in water. Current is usually swift. Drift fishing from a boat generally produces best results.
Brown Trout 	Very aggressive and carnivorous. Highest densities in the first several miles below the dam. Brutes in excess of 20 pounds are believed to exist.	Fish will locate in undercut banks and behind gravel bars. They most readily take live bait drifted along the bottom but will chase jerk baits that imitate minnows.

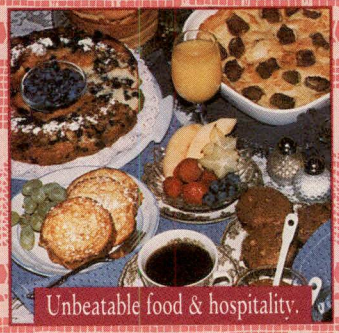
Table Rock Lake: Top Black Bass lake. Offers quality year-around fishing. Spring and late fall are considered the best times to catch bass in shallow water with artificial lures. Summer panfish is Crappie in the early and mid-spring, and Bluegill from late spring to late fall. Predominant species: Largemouth, Smallmouth and Kentucky Bass; Black and White Crappie, Bluegill, White Bass, Rock Bass (Goggle Eye), Channel and Flathead Catfish.

Lake Taneycomo: The Ozarks' "Trout Machine." Quality year-around fishing for Rainbow Trout due to a comprehensive stocking program and an ideal environment for the fish. Brown Trout are also stocked. Greatest numbers exist in the headwaters below the dam. Top action for Rainbows is usually in winter but other seasons are excellent. Top action for Browns is in the fall. Several species of bass and panfish exist in the lower end of the lake. Predominant species: Rainbow Trout, Brown Trout.

Summer	Fall	Winter
Fish concentrate in submerged timber about 30 feet deep during daylight. Some move to the shoreline 10-20 feet deep at night.	Fish return to shallows as water cools. Night fishing is excellent in September and October. November is usually the best daytime fall fishing month.	Fish located on outside treelines of coves and main lake. Action is excellent during mild winters.
Same as Largemouth.	Same as Largemouth, but some stay deep.	Same as Largemouth, but some fish relate to rocks more than trees.
Heavy schooling fish locate on main lake points in 20-30 feet of water. The action is usually very consistent.	Same as Smallmouth, but catch rate is higher.	Some fish chase shad on the surface while others remain in 30 feet of water off main lake points and bluffs.
Fish go deeper and scatter. Best results fishing under lights at night.	Look for dropoffs with timber in coves and upper tributaries.	Look for wooded areas in upper reaches of main tributaries. Action can be excellent with several days of mild temperatures.
Some fish continue to spawn into June. Fish are present near almost every tree and dock. The bigger ones are deeper.	Lots of big fish on top of submerged timber, 20-40 feet deep.	Fish sometimes remain on fall patterns in December but become sluggish in January and February.
Look for large schools chasing shad and minnows on the surface of the main lake.	Difficult to locate at times, but still in large schools. Some surface activity in early fall. Tend to frequent deep flats in later fall.	Some fish are located on deep main lake points in early and mid-winter. They move to mud flats in late winter if the weather is mild.
Same locations as spring but look deeper, 20-30 feet in the lake. Holes in the creeks.	Back to spring locations.	Dormant.
Best rod and reel fishing is at night on main lake, flats. Timbered coves are also productive. Trotline harvest increases.	Feeding activity falls with water temperature.	Dormant.

Summer	Fall	Winter
Current slows and ceases at times. Best fishing is early and late in the day and at night. Mid-day is good if current picks up. Boat and bank fishing is excellent.	Browns, Rainbow patterns are similar to summer but mid-day activity improves in late fall.	Peak feeding activity due to high oxygen levels resulting in lake turnover. Nice limits are more the rule than the exception. Mid-day fishing is usually excellent. Current is generally moderate to swift.
Fish seek out deep holes. Live nightcrawlers are a favorite bait. Flies can be good. Night fishing is best.	Best time of the year. Annual spawning run occurs in October in the headwaters. Light line is important. Most Browns over 5 pounds are caught this time of year.	Fish spread out after spawning. Patterns are similar to spring.


A relaxed, more peaceful setting.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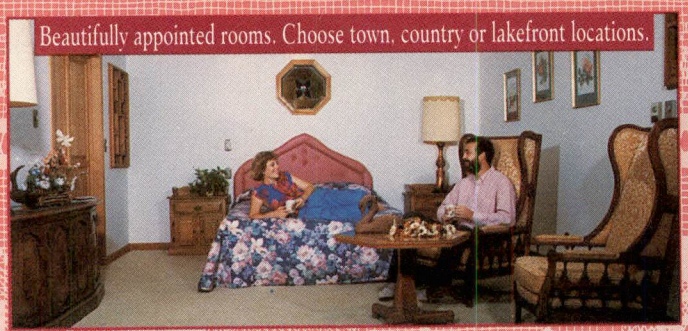
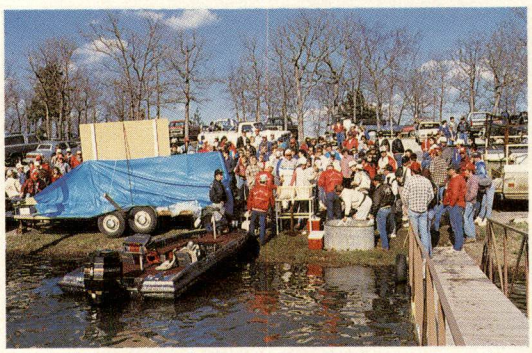


Table Rock ... *From Page 24*

Crappie and bluegill get "real big, real fast," just like the bass on Table Rock Lake. Anglers commonly boast bountiful stringers of slab crappie, some in excess of 15 inches, during the spring and fall months. Bluegill as big as your hand are widely dispersed across the lake. They offer great family fun whether fishing from a boat, a dock or from the lake's endless shoreline. Expansive schools of white bass make their annual spawning run each spring to the upper reaches of the main tributaries. They return to the main lake in May, herding schools of shad and providing some great topwater action. Catfish of all sizes cruise the shallows at night in search of food. They can be caught on rod and reel or trotline.



Few lakes in the country compare to Table Rock Lake's quality year-around bass fishing. Anglers can look forward to days filled with fast-paced fish catching action, as well as the chance to land the trophy of a lifetime.

Double~Oak Resort

TABLE ROCK LAKE
JAMES RIVER ARM

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Invest in the Good Life!



Sunset Cove, the premier address of lakefront condominiums and estate lots is what luxury living on Table Rock Lake is all about. Sunset Cove sets secluded in the heart of the breathtaking Ozark Mountains, yet only minutes from the Branson Country Music Boulevard and Silver Dollar City.

From our luxurious condominiums to our beautiful clubhouse complete with indoor pool, exercise room, meeting rooms and lounge, Sunset Cove is your address for unequalled luxury living on the lake. Built in harmony with nature, our beautifully landscaped grounds offer our residents clean air, abundant wildlife, great fishing and water sports on the shore of Table Rock Lake.



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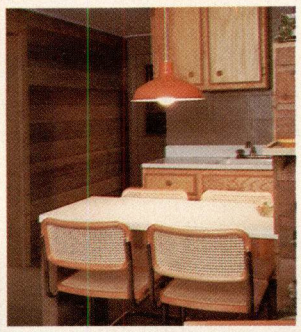
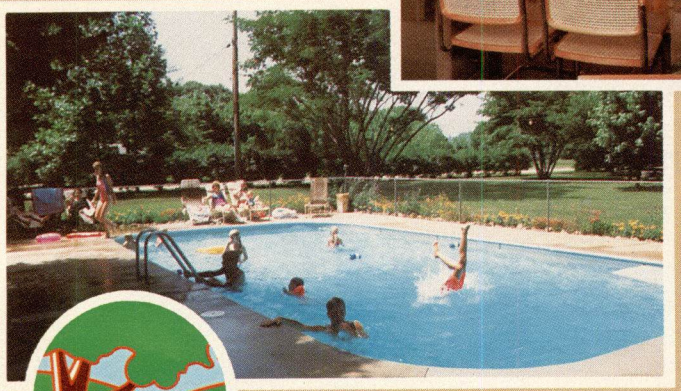
one mile off 265 on Lake Road 12

Lakeview Estate lots also available.

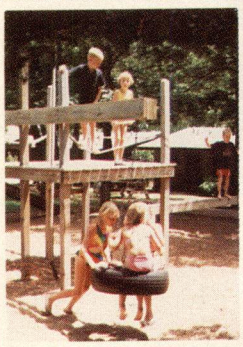
Green Valley RESORT

Enjoy the water activities and great fishing in the clear waters of beautiful Table Rock Lake . . . and the fun things to do in our park-like surroundings. Our housekeeping cabins are open year 'round, so be sure to ask about our spring fishing specials.











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Reeds Spring, MO 65737
417/338-2241

Local lakes offer crystal clear fun

Clean, clear lakes. Three of them.

They traditionally draw millions of people to the Branson/Lakes Area each year. Some of the finest fishing in the nation is available along the chain formed by Table Rock Lake, Lake Taneycomo and Bull Shoals Lake.

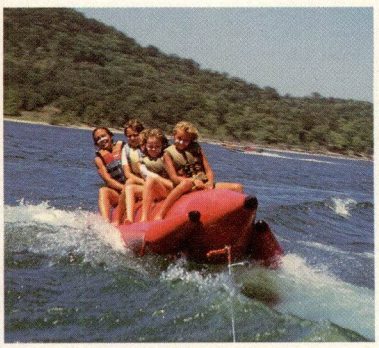
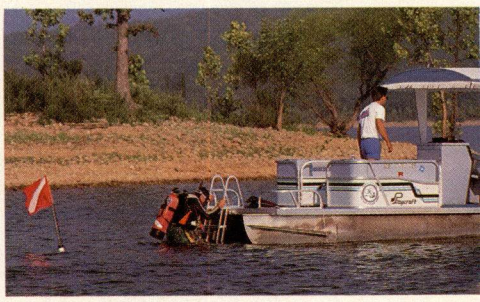


Table Rock Lake is famous for its bass and crappie, as well as its recreational opportunities. Equally popular with boaters, Table Rock offers skiing, swimming, sailing, scuba diving, parasailing, and any other water sport you can dream up. Houseboats, pontoons, ski boats and fishing boats are easily obtainable at local marinas, as is all the equipment to safely enjoy your favorite water activity.

Lake Taneycomo is equally famous as a cold-water trout stream. Rainbow trout abound, and the Missouri Department of Conservation gives Mother Nature an assist by adding to the trout population from the Shepherd of the Hills Fish Hatchery near Table Rock Dam. A state record German brown trout was taken from Taneycomo in March 1991. Taneycomo waters are warmer, closer to Forsyth, and in its lower area are multitudes of bass, crappie and other species. Taneycomo is one of few lakes that offers your limit of trout, and then a stringer of pan fish, all in the same day, and only a few miles apart.



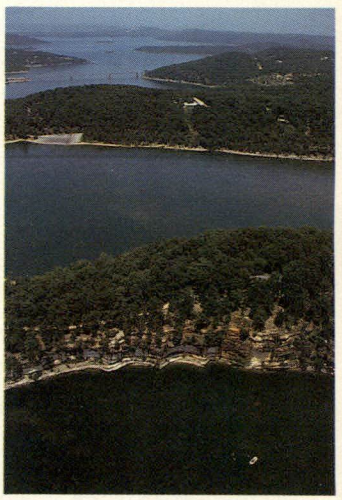
Anglers praise **Bull Shoals Lake** for many types of game

fish, including record-size striped bass taken in the past couple of years. Bull Shoals Lake offers much the same recreational opportunities as Table Rock Lake, only a few miles away. It is less densely developed than the Table Rock and Taneycomo areas; however, commercial boat docks and comfortable resorts are available along its shorelines.



The three big lakes make water recreation an endless season in the Branson/Lakes Area. Any time of year, you can see boaters cruising the water, fishing or sightseeing. From the water is the best way to see the natural wonders of the Lakes Area, with its foliage and wild creatures and dramatic landscapes.

With so much water reflecting back the clear skies and lush countryside, it's no wonder that the Branson/Lakes Area is acclaimed for its natural scenery!



Brisk temperatures in the winter months don't seem to chill the enthusiasm for lakes activities. Many comfortable lakeside resorts, marinas and public docks stay open in winter months to accommodate sporting families.

And, on the lakes, the fishing techniques may change with the seasons, but the availability of fish does not.

See "Lakes," Page 38

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6 MILES SOUTH OF REEDS SPRING ON HIGHWAY 13 TO DD HIGHWAY. FOLLOW SIGNS DOWN DD TO LAZY LEE'S RESORT.
TABLE ROCK LAKE, MO.
Complete facilities for a comfortable Family Getaway on Beautiful Table Rock Lake.
Gentle slope to the Lake

Lakes ... From Page 37

Shoreline activities are popular, too, and all three lakes offer camping and picnicking facilities. Table Rock, Taneycomo and Bull Shoals Lakes are easy to enjoy without ever getting your feet wet. Take a stroll along the waterfront and watch the fish leap only a few yards away. Count the many types of wild creatures and birds you will see along the lakeshore. Collect driftwood, study the wild flowers, or just sit and admire one of those sunsets that really do look like postcards from the Ozarks!



Another reason that local lakes are so popular is that they enjoy good reputations as the sites of few accidents. This is due partly to well-informed people who use the waters safely, and partly to dedicated, watchful law enforcement officers who enforce regulations. Boating and water safety information pertaining to Missouri lakes and streams and Missouri Wildlife Code information are available by contacting the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 1-900-884-BRANSON ($1.50 per minute).

A 24-hour "Fishing Hotline" service is also available at the above telephone number.

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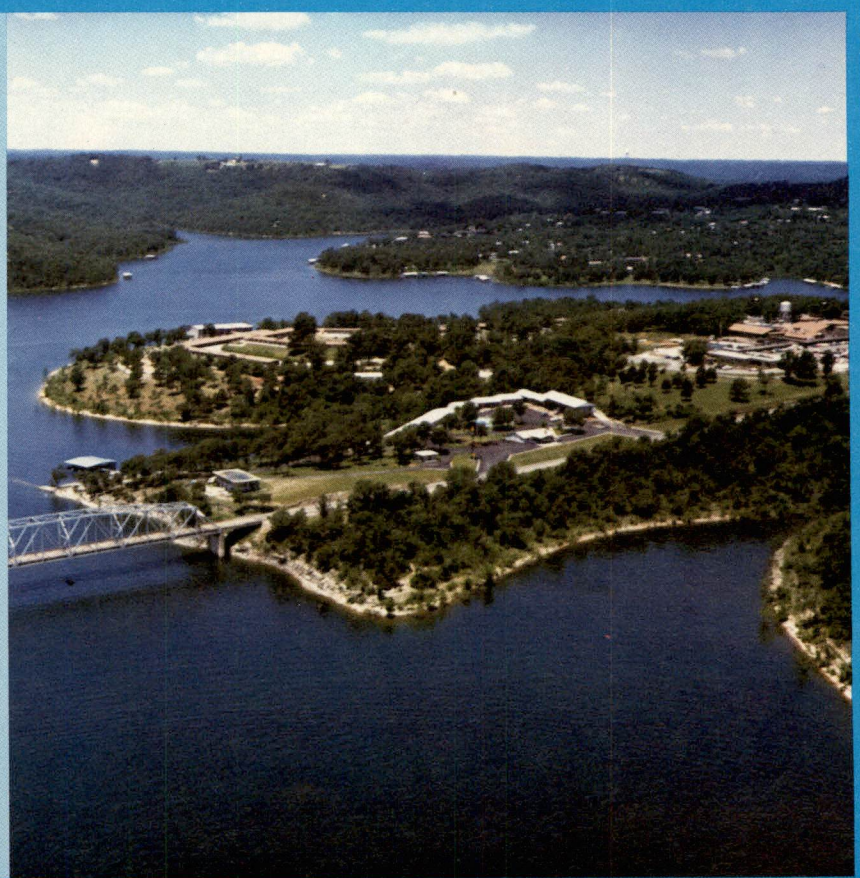

Tourism traffic: What's being done?

As the Branson/Lakes Area's music industry attracts unprecedented media attention, so does its traffic.

Traffic is a leading concern in the Branson/Lakes Area. Controlling traffic flow to allow visitors to make the most of their time is essential to the area's success.

Action is being taken to ensure that the Branson/Lakes Area remains one of the Midwest's most popular vacation destinations.

The Missouri Highway and Transportation Department plans to invest $130 million in highway improvements in the next decade, and is considering other projects estimated at $200 million.

Taney County government officials have pledged their assistance in cooperative transportation projects.

Branson city government is constructing relief roads in the Branson area, funded by a half-cent city sales tax.

Private business owners are joining governmental efforts to construct relief roads and connector routes. The "Thousand Hills" roads south of West 76 are examples of private sector action.

Results of an area-wide traffic and transportation study commissioned by the Branson/Lakes Area Chamber of Commerce are serving as a "Master Plan" of traffic-related projects, to address current needs and to project needs for the next 20 years. The results are in their second year of implementation.

Traffic flow improvements are happening — with government on state, county and city levels, individuals and associations working together for the benefit of the Branson/Lakes Area.

Come Enjoy...

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ON TABLE ROCK LAKE

1-4 Bedroom Units complete with fully equipped Kitchens, Carpeting, Color Cable TV, Air Cond., BBQ Grills & Picnic Tables, all situated on 6 acres of lakefront grounds.

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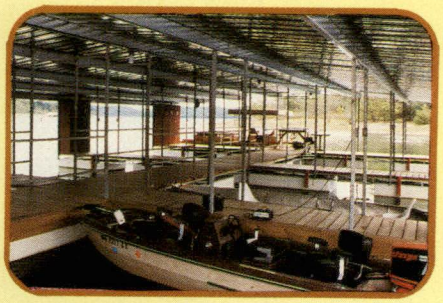
DISCOUNT FISHING & VACATION PACKAGES FOR SPRING & FALL



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- Swimming Pool with Patio
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Sun Valley Resort



ON UPPER LAKE TANEYCOMO

- 1 and 2 Bedroom units with kitchens for 2 to 6 people
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- Sparkling private pool
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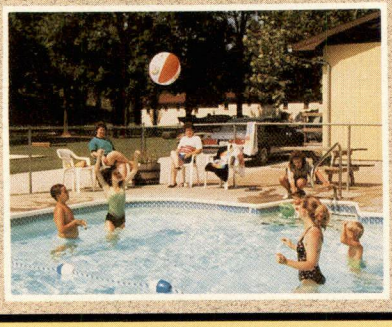


On the quiet side of the lake, yet within 5 minutes of music shows.

HCR 2, Box 428
Hollister, MO 65672
417/334-3346

TOLL FREE
1/800/8-VALLEY, Ext. 316

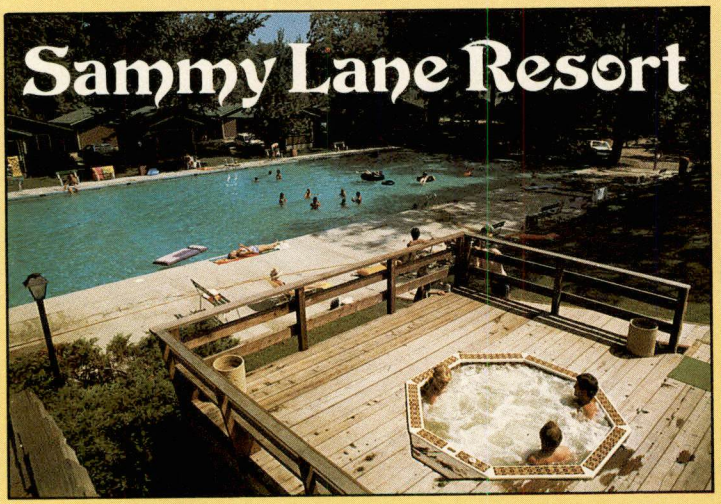
Trout bring fame to Lake Taneycomo

Trophy trout are waiting for your bait in Lake Taneycomo.

Long popular for many forms of water recreation, the lake reached its greatest fame following the construction of Table Rock Lake at Taneycomo's upper end in the late 1950s. Table Rock's higher elevation created the release of cold waters into Taneycomo, eliminating most water sports. However, it created a near-perfect environment for trout.

The Missouri Department of Conservation constructed a large trout hatchery at Taneycomo's headwaters and began a rainbow trout release program. The program proved so popular with outdoors enthusiasts that it has spawned a year-around industry along Taneycomo's 22-mile stretch. About 80,000 rainbow

Sammy Lane Resort



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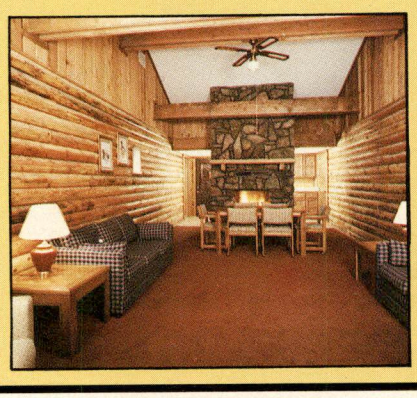

- *The ONLY resort IN Branson right ON Lake Taneycomo*
- *36 Light housekeeping cottages with 1 to 4 bedrooms*
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- *Acres of shaded rustic relaxation*
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Mike and Claudia Brown, your hosts
Phone: 417/334-3253



Water's EDGE RESORT

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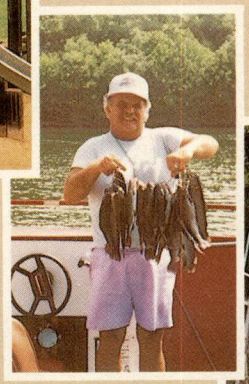
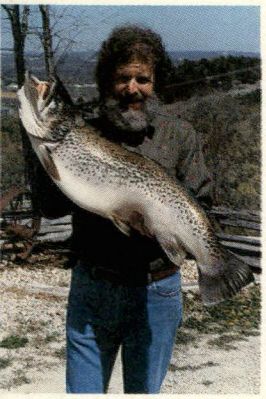




Adjacent to Branson's loveliest park, where lighted tennis courts, playground, public fishing docks and picnicing under magnificent trees are yours to enjoy at Water's Edge Resort. Catch rainbow or lunker German brown trout only a few steps from your door. Everything you expect of a fine resort awaits you here on the shores of Lake Taneycomo . . . and affordable too. Walk to downtown to fine restaurants, and only a three minute walk to the Lake Queen. Open year 'round.
Water's Edge Resort at 406 N. Sycamore Street
Post Office Box 301 • Branson, MO 65616



and brown trout are released monthly.

Five-to-eight pound trout hardly raise eyebrows on the dock these days, and 15-pounders are occasionally netted.

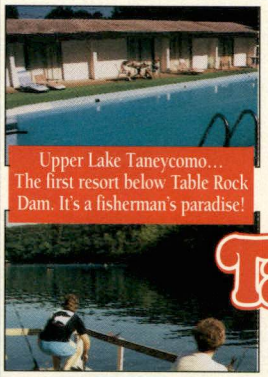
In March 1991, a Lakes Area resident caught a state record German brown trout in upper Taneycomo — a catch of 23 pounds, four ounces.

It's good fishing, from the headwaters near the dam, past Branson and Rockaway Beach to Forsyth, where Bull Shoals Lake begins. Gravel bars on the upper end provide hours of sport for wade fishermen, while other anglers find plenty of challenge from banks, docks and boats. Even during the coldest months, limits of trout can be yours since low temperatures are never a problem for the hardy trout.

Trout anglers must purchase a Missouri Trout Stamp in addition to a fishing license when trout fishing Lake Taneycomo. The Missouri Wildlife Code Book lists all regulations governing Missouri lakes and streams.

Many lakeside resorts and fishing docks stay open year-around to comfortably accommodate anglers, their families and friends.

The Relaxing Side Of Branson.



Upper Lake Taneycomo... The first resort below Table Rock Dam. It's a fisherman's paradise!

Only a few minutes from any part of Branson's entertainment, dining & shopping, you'll love our quiet and relaxing setting on Lake Taneycomo. Save time going to music shows, Silver Dollar City and more, using new Branson access roads!

- 1, 2 & 3 Bedroom A/C Kitchenettes–all not over 200 ft from lake!
- Boat or slip FREE with unit!
- Covered Lighted Boat Dock
- Playground
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- Mini-Market
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- Restaurant Across The Street
- Motors-Boats-Fishing Supplies
- Easy Access to Table Rock Lake

TaCoMo Resort

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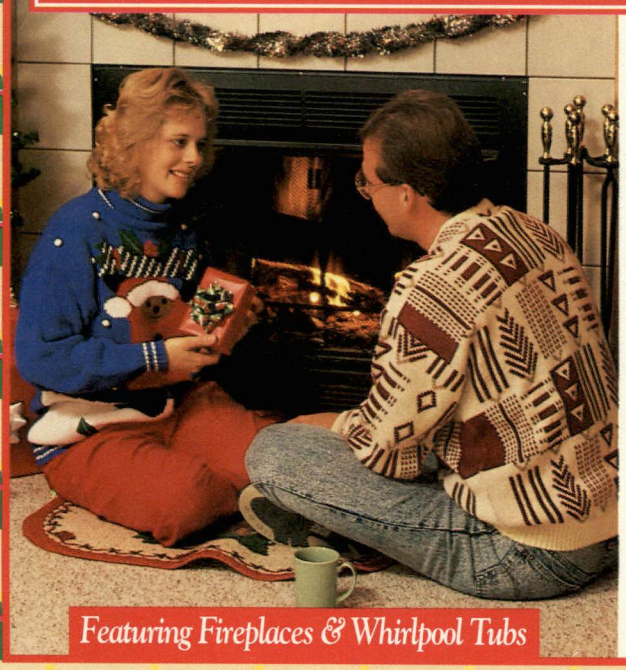
RESERVATIONS ONLY: 1-800-328-1246

A Change of Season, A Change of Scenery.



Featuring Fireplaces & Whirlpool Tubs

In Branson & On The Lake.

Whether it's a family outing or that romantic get away you've been thinking of, Lakeshore Resort is that change of scenery you are looking for.

Basic motel rooms won't match our charming and beautiful setting on Taneycomo Lake. Our cozy yet spacious cottages are perfect for that long weekend you'll need to enjoy all the season festivities in Branson.

Make Ozark Mountain Christmas that special get away you'll always remember at Lakeshore Resort. Our facilities are AAA approved and kept immaculately clean.

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Pointe Royale's spacious 1, 2, and 3 bedroom Condominiums are completely furnished and equipped, just like your home, including all linens, utensils and appliances--even a clothes washer and dryer. *Affordable luxury!*



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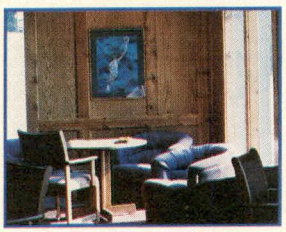


Dine In or Dine Out

At Pointe Royale you can save money on your Ozark vacation by preparing some meals in your condominium kitchen, or step out for dining at our fine restaurant without leaving the tranquility of our resort.





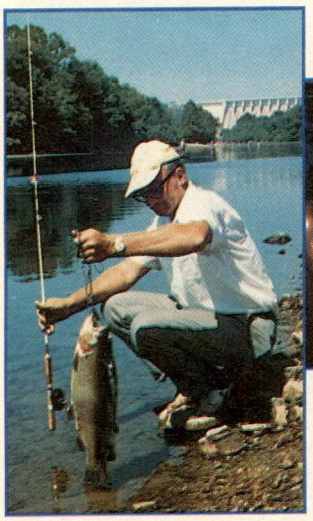
Fun in the Sun

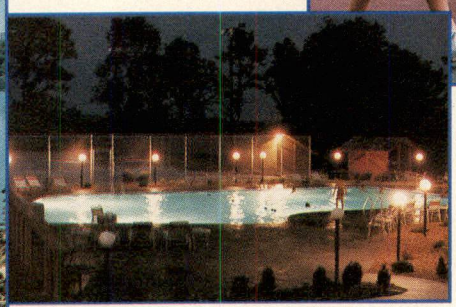
After playing a few sets of tennis, at no charge to registered guests at Pointe Royale, cool off in our extra large pool. It's lighted and has plenty of lounges and tables on its expansive poolside patio which is convenient to the clubhouse lounge and snackbar.



Our Own Golf Course

Pointe Royale is the only Branson area resort featuri its own 18 hole Championship Golf Course, drivi range, and pro shop. As our registered guests, you c take advantage of our exclusive money saving G Packages.



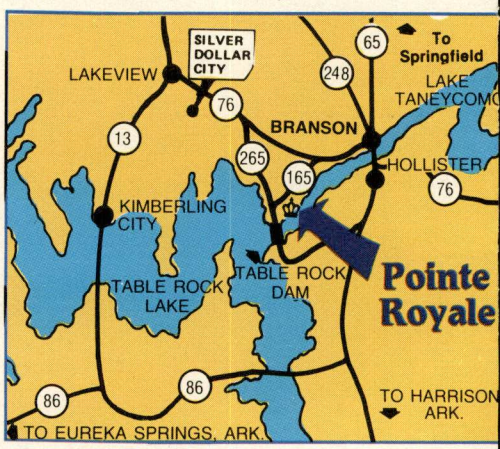


Quiet, yet Conveniently Located

Only at Pointe Royale can you enjoy a peaceful setting amon spectacular Ozark bluffs, majestic Table Rock Dam, sceni fairways and emerald greens--and be just 3 miles from th entertainment action of Highway 76. We even have low traff access to Silver Dollar City via Highway 265.

Fishing and Water Sports

Pointe Royale is located on Lake Taneycomo, just below the Trout Hatchery and 2 miles from Table Rock Lake. You can fish for trout from our lakeside park and picnic area; rent a boat and motor or hire a guide from neighboring Fall Creek Trout Dock. Enjoy Table Rock Lake's bass fishing, boating, skiing, sailing or scuba diving from nearby State Park Marina.



Plan Your Next Meeting at Pointe Royale

We have meeting and conference facilities for as many as 120 people. Buffet or table service luncheons and dinners are available.

Call for Reservations

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Pointe Royale Village and Country Club ≈ On Lake Taneycomo

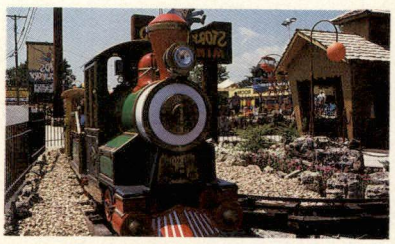
4SA Pointe Royale Dr., Branson, MO 6561

Variety ... *From Page 16*



amusements, live comedies, many dining places, musicians and an evening music show.

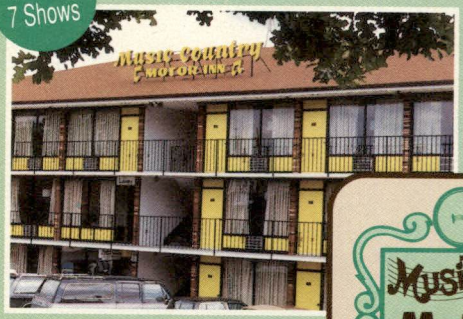
Shepherd of the Hills Homestead and Outdoor Theatre is named for one of the most popular novels in publishing history — Harold Bell Wright's "The Shepherd of the Hills." The Homestead theme park, built on the site where Wright gathered material for his novel, offers crafts, music, food and entertainment all day from its jeep-



See "Variety," Page 44

You Can Almost Hear The Music From Here.

Walk To 7 Shows



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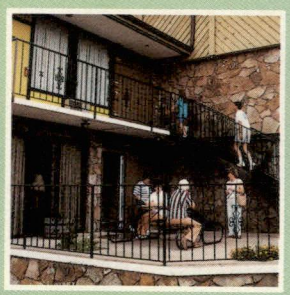

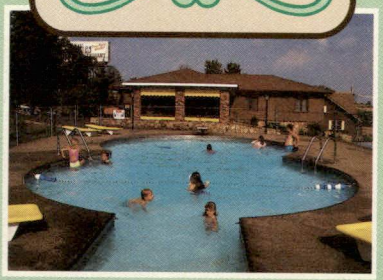

1-800-826-0368 Reservations Only
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P.O. Box 236•West Hwy. 76
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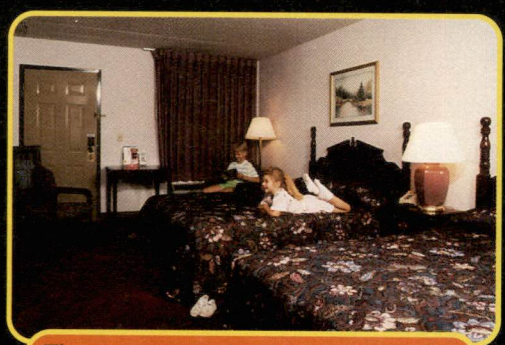
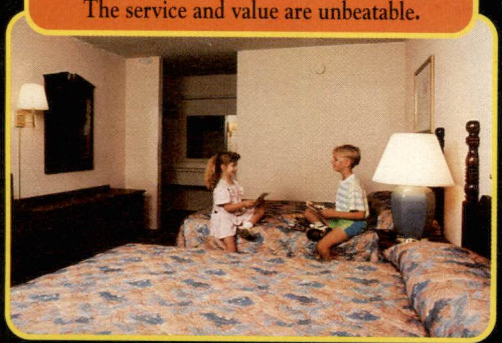
Close To Everything. Next To Perfect.

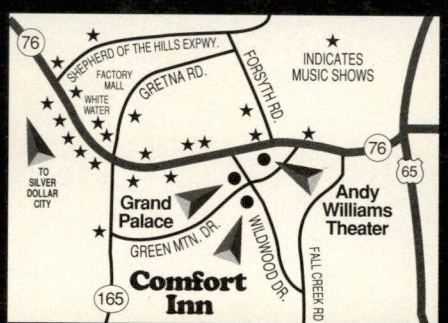


The convenience and quality of a Comfort Inn room make for a better vacation for all ages. The service and value are unbeatable.



Comfort Inn Thousands Hills

New For '92 In Branson!
Next To The Grand Palace And Andy Williams Theater.



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Open For Ozark Mountain Christmas

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•Whirlpool•Remote TVs •Sauna
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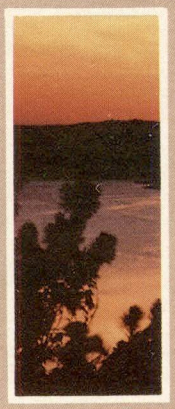

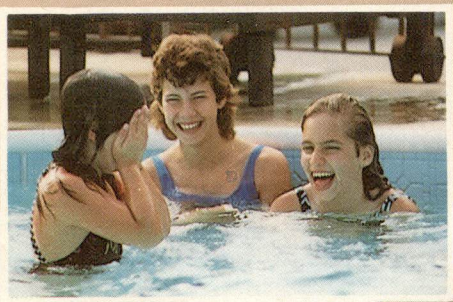



Variety ... *From Page 43*

drawn tour vehicles. The area's newest and oldest local landmarks – the 230-foot Inspiration Tower and historic Old Matt's Cabin – are at the Homestead. And each evening, 70 native players bring Wright's novel to vivid life at the Homestead's enormous amphitheatre in the nation's most popular outdoor historical drama.



Mutton Hollow Craft and Entertainment Village has grown into a full-fledged theme park with music shows, craft shops, fine dining and an old-fashioned "County Fair" area with an antique carousel, Ferris wheel and other amusements.

You won't go home empty-handed from the

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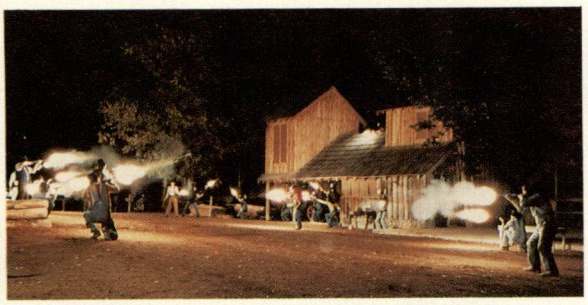
Branson/Lakes Area. It is home to hundreds of artists and crafters. Antiques, collectibles, and thousands of contemporary wares are available.

Lake activities, music shows, theme parks and shopping are only a few of the attractions. At Waltzing Waters, you can treat yourself to a description-defying colorful show of fountains set to music. Or you can ride the "Ducks" — World War II amphibious vehicles that take you on a scenic tour over land and into the waters of Table Rock Lake. You can take a restful cruise on Lake Taneycomo aboard the Lake Queen paddlewheeler, or a captivating ride on the Sammy Lane Pirate Cruise.



White Water, a theme park with a tropical atmosphere, offers a large wave pool or "lazy river" for relaxation, and several faster, wetter rides for the more adventurous visitor.

Go-carts, bumper cars, amusement park rides and other youthful activities abound for family fun. Browse through a museum, watch wine makers at work, climb into a helicopter for a bird's eye view of the scenery, or play a round or two of mini-golf. For that matter, play a round or two of the real thing on one of five golf courses.

Outdoors and indoors, day and night — it's more fun than you can have in just one trip. That's why people keep coming back to the Branson/Lakes Area, again and again.

Want to know more about Branson/Lakes Area activities?

Call 1-900-884-BRANSON!

($1.50 per minute)

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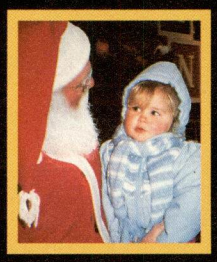
200 Units of solid comfort • At one of Branson's best locations • Walk to many music shows and restaurants • FREE continental breakfast • In-room phones • Sparkling pool • Jacuzzi • Tennis courts • And a friendly helpful staff • OPEN YEAR 'ROUND!











1992 Ozark Mountain Christmas!

& Festival of Lights

Great Vacations In Branson, Start At A Great Location.



- Located at the W. Hwy. 76/Shepherd of the Hills Expressway intersection!
- Branson's closest motel to Silver Dollar City & Shepherd of the Hills.
- Surrounded by Branson's music shows.
- Kiddie Pool/Cable TV/DD Phones.
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- FREE Coffee/Quiet, Relaxing, Friendly.
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Honeysuckle INN

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THE OLD APPLE MILL RESTAURANT

Branson, Mo.

Breakfast featuring scrambled eggs, sausage, smoked ham, bacon, country potatoes, biscuits, sausage gravy, apple muffins, donuts, cinn. rolls.

For Your Convenience, Silver Dollar City's "Play Another Day" Tickets Available.

Honeysuckle Vacation Package

- Per Person
- Double Occupancy
- 3 Days
- 2 Nights
- Additional persons & extra days available.
- Offer expires Oct. 26, 1992.

$99.95 Plus Tax

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PZAZZ Restaurant

All-you-can-eat dinner! Dine on a deck overlooking Pointe Royale golf course! Buffet 7 days a week...50 salads, 9 meats, ice cream bar & drink.



2 Nights Lodging at Honeysuckle Inn, Branson's most convenient location and Branson's closest motel to Silver Dollar City.



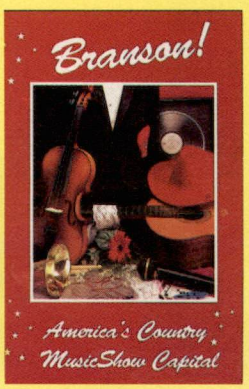
The Shoji Tabuchi Show is the talk of the town! Each of his six different shows have a touch of class...seeing them is a delightful experience!



Ride The Ducks is a unique sightseeing experience It's a 70-min. excursion of the area featuring a cruise on Table Rock Lake.



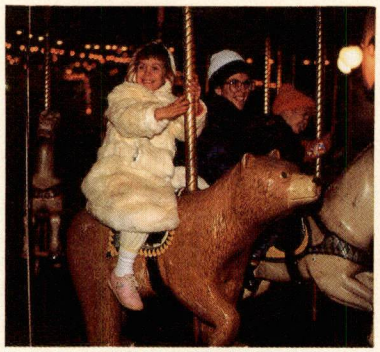
The show that started it all in Ozark Mtn. Country is the Baldknobbers--Country music and comedy...more fun than ever in our 33rd season.



Free! This double audio cassette represents a mixed effort by the Branson area music industry. Over 25 shows represented. A $15.00 value.

Share the spirit of an Ozark Mountain Christmas

The fun doesn't stop when the temperature drops in the Branson/Lakes Area!



Ozark Mountain Christmas each November and December is an increasingly popular time to visit, and promises to grow into the largest winter attraction in the Midwest.

Theme parks, music shows and major holiday events are surrounded by the "Festival of Lights" — a spectacular lighting display uniting several communities. Day and night, winter visitors will find plenty to see and do in the Branson/Lakes Area.

The Branson Area Festival of Lights features streets lit by hundreds of stars, leading to major animated displays viewed from the Taneycomo lakefront and in other areas of the city. Edge-lighted buildings and decorated landscapes can be seen throughout the area, and large displays are featured at several local businesses. The lighting display continues well into the new year. The lighting festival is an additional reason to visit Branson, famous for its Adoration Parade and Lighting Ceremony, traditionally held the first Sunday in December. The unusual evening parade is the largest in the Lakes Area, and is capped each year by a musical ceremony as the giant nativity scene atop Mount Branson is lighted.



Another tradition of Ozark Mountain Christmas is a special musical benefit show featuring many of Branson's popular entertainers. In 1992, the Christmas Benefit Music Show will be held at 2 p.m. December 13 at the 4,000-seat Grand Palace.

Indian Point residents offer the "Enchanted Forest" — a unique display of colorful ground-lit trees and landscaping, sponsored by the Village of Indian Point.

In the Kimberling City area, miles and miles of glistening lights interspersed with major displays are featured in "The Great White Way." The Table Rock Lake/Kimberling City Area Chamber of Commerce coordinates the display, which includes the communities of Kimberling City, Lakeview, Stoneridge, Reeds Spring and Lampe.

Also part of the "Festival of Lights" are special lighting displays in the cities of Springfield, Ozark and Nixa, all just a short drive north of the the Branson/Lakes Area.

The night-time lighting is an additional attraction to the fishing, shopping and sightsee-



ng. Major attractions such as Silver Dollar City and Shepherd of the Hills are open on special holiday schedules for activities during Ozark Mountain Christmas.

At Silver Dollar City, visitors can experience the Ozark holiday festivities of a century ago during "Old Time Country Christmas." The famous theme park is the center of old-fashioned holiday events, decorations, crafts and foods.



At Shepherd of the Hills Homestead and Outdoor Theatre, "The Newborn King" outdoor evening pageant is enacted. Christmas crafts, Clydesdale-drawn sleigh rides and other special activities are highlights.

Many of Branson's popular music shows remain open on special schedules to entertain visitors, and hundreds of unique shops offer holiday gifts for everyone on your shopping list.

Visitors are also invited to attend community activities and events of the holiday season.

Many motels, campgrounds and resorts stay open to provide comfortable accommodations.

Dates and times of specific events and attraction and business schedules for Ozark Mountain Christmas are available by contacting the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; 1-900-884-BRANSON ($1.50 per minute).

NOTCH ESTATES
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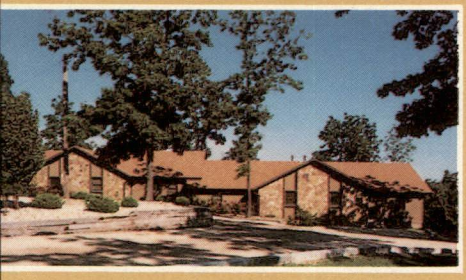

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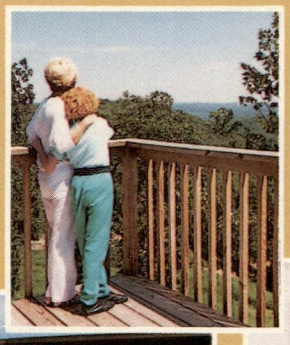

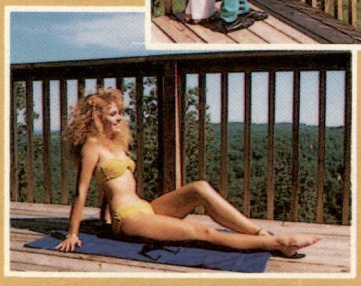



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Branson/Lakes Area 1992 Special Events

Be sure to ask about scheduling changes and additions before planning your trip. Call 1-900-884-BRANSON! ($1.50 per minute)

July

July 3-31: Starving Artist Show, Forsyth Art Guild, 546-5439
July 4: Fireburst '92, Kimberling City, 739-2564
July 4: Fireworks Display, Cape Fair, 739-2564
July 10-12: Ozark Mountain Craft Show, Lakeview, 272-8100
July 15-18: Taney County Fair, Forsyth, 546-2741
July 18: Tri-State Barbershop Music & Outdoor Show, Shell Knob, 739-2564

August

Aug. 6-8: 21st Annual White River Valley Arts & Crafts Fair, Forsyth, 546-2741
Aug. 7-9: Ozark Mountain Craft Show, Lakeview, 272-8100
Aug. 8: Storytellers Festival, Lakeview, 272-8100
Aug. 22: 5th Annual Oldtime Fiddle Contest, Downtown Branson, 334-1548
Aug. 29-Sept. 13: National Quilt Festival, Silver Dollar City, 338-2611

September

Sept. 4-6: Ozark Mountain Craft Show, Lakeview, 272-8100
Sept. 11 & 12: Square Dance Weekend, Compton Ridge, 338-2911
Sept. 16-Nov. 1: National Crafts Festival, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Christmas Crafts Market, Silver Dollar City, 338-2611
Sept. 16-Nov. 1: Country Cross Stitch Show & Sale, Silver Dollar City, 338-2611
Sept. 17-19: State of the Ozarks Fiddlers Convention, Compton Ridge, 338-2911
Sept. 18 & 19: Country Fair Days, Shell Knob, 739-2564
Sept. 18-20: Ozark Mountain Craft Show, Lakeview, 272-8100
Sept. 19: Fifth Annual Antique Auto Show, Mutton Hollow Craft & Entertainment Village, 334-4947
Sept. 19-Oct. 31: Fall Harvest, Shepherd of the Hills Homestead, 334-4191
Sept. 25 & 26: Roy Clark's Celebrity Pro Fishing Tournament, Table Rock Lake, 334-4136
Sept. 25 & 26: Harvest Moon Fall Festival, Forsyth, 546-2741

October

Ot. 1-20: Ozark Mountain Country Fall Foliage Drive, Forsyth Area, 546-2741
Oct. 2-4: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 3-31: Annual Fall Show, Forsyth Art Guild, 546-5439
Oct. 5 & 6: Fall Fest and Old Fiddlers Contest, Reeds Spring, 739-2564
Oct. 9: Third Annual Jim Linzy Team Muleshoeing Contest, Mutton Hollow Craft & Entertainment Village, 334-4947
Oct. 10: Seventh Annual Missouri-Oklahoma Horseshoeing Contest, Mutton Hollow Craft & Entertainment Village, 334-4947
Oct. 10: Oktoberfest, Kimberling City, 739-2564
Oct. 12: Lions Club Chili Supper, Kimberling City, 739-2564
Oct. 16-18: Ozark Mountain Craft Show, Lakeview, 272-8100
Oct. 17 & 18: Fall Festival of Arts, Kimberling City, 739-2564
Oct. 23-25: Ozark Mountain Craft Show, Lakeview, 272-8100

November

Nov. 12-Jan. 1: Ozark Mountain Christmas, 334-4136
Nov. 12 - Mid-January: Festival of Lights, 334-4136
Nov. 12-Dec. 20: Old Time Country Christmas, Silver Dollar City, 338-2611 (Thurs.-Sun.)
Nov. 13-Dec. 20: "The Newborn King", Shepherd of the Hills Homestead, 334-4191
Nov. 13-Dec. 24: Christmas Bazaar, Forsyth Art Guild, 546-5439
Nov. 21: Holiday Open House, Downtown Branson, 334-1548

December

Dec. 5: Christmas Parade, Kimberling City, 739-2564
Dec. 5: Christmas Parade, Reeds Spring, 739-2564
Dec. 6: 44th Annual Adoration Parade and Lighting Ceremony, Branson, 334-4136
Dec. 13: Christmas Benefit Music Show, Branson, 334-4136.

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Visitor Centers - Your first vacation stop

Make your first vacation stop at the Branson/Lakes Area Chamber of Commerce Visitor Center.

Just follow the signs from major roadways near Branson — you'll find a warm welcome at the Chamber's Visitor Center, just west of U.S. 65 on Mo. 248 at the north edge of town. Colorful brochures and detailed maps will help you find lodging, restaurants and attractions and answers to your questions. And there's plenty of other information to help you enjoy your stay.

The Combined Chambers Visitor Center, at Branson West (Lakeview) on Mo. Hwy. 13, opened in April and is operated cooperatively with area Chambers of Commerce and other promotional organizations.

Physical locations of businesses, directions to alternate driving routes, accommodations offering special features, and many other types of information are available.

Many thousands of vacationers found what they need to know about the Branson/Lakes Area at the Visitor Centers.

They are also a source of information for people who are interested in year-around living in the Ozarks, with frequently updated facts on all the elements of community life.

A professional staff awaits you at the full-service Visitor Centers, ready to make your stay in the Branson/Lakes Area the best vacation yet.

Plan ahead!

The latest information for planning your vacation is available by writing to the Branson/Lakes Area Chamber of Commerce, P.O. Box 220, Branson, MO 65616; or by calling 1-900-884-BRANSON ($1.50 per minute, average call less than three minutes).

Branson Group Tours Can Be Simple

Calling the many different accommodations, all the music shows, attractions and restaurants can take a lot of time and money to complete the arrangements for your group visit to Branson. Or, you could make ONE CALL to Ozark Mountain Sightseeing and have everything pre-arranged for you.

We'll customize a special group Branson package to match your special needs. From just lodging and a show to a complete seven-day program, we can do it all. Of course, our services include detailed escort/group leader notes, area maps, attraction and show brochures, restaurant guides, shopping guides, full-time tour hosts or step-on guides and more. We even own buses for local sightseeing and attraction shuttles (this is great for reunions and RV rallies).

Ozark Mountain Sightseeing has been showing the Ozarks to folks since before 1975. Ed Michel, president of the company, has been arranging group visits to Branson for 20 years. This is the hometown experience to make your group visit everything you expect . . . and more!

Call toll free today for a NO OBLIGATION price quote!

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ATTRACTIONS

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Cosmic Cavern 501-749-2298
Exotic Animal Paradise 468-2016
Fantastic Caverns 833-2010
Krazy Horse Ranch 334-5080
Shepherd of the Hills Trout Hatchery 334-4865
U.S. Army Corps of Engineers 334-4101

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Houseboat Holidays, Inc.
800-833-5214
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Northfork River Outfitters 261-2259
Tri-Lakes Houseboat Rental
See ad. 800-982-2628

CRAFT ATTRACTIONS

76 Mall Complex See ad. 334-3919
Apple Tree Mall 335-2133
Engler Block 335-2200
Mutton Hollow Craft and Entertainment Village 334-4947
Silver Dollar City 336-7100

GO CARTS

Kids Kountry 334-1612
The Track 334-1612

GOLF COURSES

Oakmont Golf Course 334-1572
Taneycomo Golf Club 546-5454

HELICOPTERS

Table Rock Helicopters 334-6102

MINIATURE GOLF

76 Indoor Mini Golf See ad. 334-3919
Plantation Mini Golf 335-4537

MUSEUMS

Long's Wax & Historical Museum 334-4145

MUSIC SHOWS

76 Music Hall See ad. 335-2484
Baldknobbers Jamboree Show
See ad. 334-4528
Moe Bandy's Americana Theatre 335-8176
Blackwood Quartet See ad. 338-5355
Braschler Music Show 334-4363
Branson Gospel Hour 334-6777
Al Brumley, Jr. Matinee 335-2484
Box Car Willie Theatre 334-8696
Campbell's Ozark Country Jubilee
See ad. 334-6400
Johnny Cash 335-CASH
Celebration Theatre 334-7277
Roy Clark's Celebrity Theatre 334-0076
Danny Davis & the Nashville Brass 335-5111
Dino's Theatre 335-6766
Foggy River Boys Music Show 334-2563
Gilley's Family Theatre 334-3210
The Grand Palace 33GRAND
Lowe's Theatre See ad. 334-0428
Mutton Hollow Revue Dinner Theatre 334-4947
Willie Nelson's Ozark Theatre 334-0023
Pine Mountain Jamboree 501-253-9156
Presleys' Mountain Music Theatre
See ad. 334-4874
Silver Dollar City's Echo Hollow Amphitheatre 336-7100
Jim Stafford See ad. 335-8080
Ray Stevens Theatre 334-2422
Shoji Tabuchi Show See ad. 334-7469
Sons of the Pioneers 334-2563
TexansTheatre 334-0488
Mel Tillis Theatre 335-6635
Buck Trent Dinner Theatre 335-5428
Andy Williams Moon River Theatre 334-4500

OUTDOOR DRAMAS

Great Passion Play 501-253-9200
Shepherd of the Hills Homestead and Outdoor Theatre 334-4191

THEATERS

Cinema 180/Thrill Bubble 334-1919
Waltzing Waters See ad. 334-4144

THEME PARKS

Mutton Hollow Craft and Entertainment Village 334-4947
Shepherd of the Hills Homestead 334-4191
Silver Dollar City 338-2611

WATER ATTRACTIONS

Cool Off Water Chute 334-1919
Lake Queen 334-3015
Ride the Ducks 334-5350
Sammy Lane Pirate Cruise 334-3015
Waltzing Waters 334-4144
WhiteWater 334-7487

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Wintermute, Jesse 335-2639

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Candlestick Inn 334-3633
Club Celebrity 334-7535
Tommy's Restaurant 334-4995
Wooden Nickel 338-2737

CONVENIENCE/LIQUOR

76 Express Store 334-7500
Cottage Resort & Market 338-2621
E-Z Center Amoco 334-9732
Gaar's Gas Goodies 'N Grocery 334-8041
The Pantry at Pointe Royale 335-2086
Quik-Mart 334-9678
The Spirit Shop 334-2520
Super Stop 334-0505

FAMILY DINING

Apple Mill Restaurant 334-6090
Baldknobbers Country Restaurant 334-7202
Belgian Waffle House 334-6471
Bonanza Family Restaurant 335-2434
Candlestick Inn 334-3633
Captain D's Seafood 335-5841
Club Celebrity Supper Club 334-7535
Colonial Restaurant 334-8484
Country Kitchen Restaurant 334-2766
Dimitri's Restaurant 334-0888
Donovan's Hillbilly Inn 334-6644
Duck Cafe 334-5350
The Home Cannery 334-6965
Kentucky Fried Chicken 334-5700
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Manny's Restaurant 334-2815
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The Shack Restaurant 334-3490
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Table Rock Inn Restaurant 334-4965
Tommy's Restaurant 334-4995
Buck Trent Dinner Theatre 335-5428
Uncle Joe's Bar-B-Que 334-4548
Western Sizzlin Steak House 334-4845
Wooden Nickel 338-2737

FAST FOOD & SNACKS

Baskin-Robbins Ice Cream 334-0255
Cakes-N-Cream 334-4929
Hardee's of Branson 334-1121
McDonald's 334-1490
McDonald's West 335-2505
Sleepy's Old Tyme Pastry 334-1376
Subway Sandwiches & Salads 334-7827
Taco Bell 335-2576
Taco Hut of Branson 334-0700
TCBY Yogurt 334-8229
Top 10 Services (delivery) 335-3590

GROCERY STORES

Consumers Market 334-6438
Country Mart 334-3383
Hart's Super Market 334-2101
IGA Thriftway 334-2446

TABLE ROCK LAKE AREA

Alpine Lodge Resort 338-2514
Antlers Resort/Campgr. 338-2331
Artilla Cove Resort See ad. 338-2346
Aunts Creek Resort 739-4411
Bar M Resort & Campgr. 338-2593
Bavarian Village Resort 338-2517
Bentree Lodge 800-BRANSON
Big Cedar Lodge See ad. 335-2777
Cap's Ridge Resort 338-2430
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Corvair Resort 338-2231
Cottage Resort See ad. 338-2621
Crest Lodge Resort 739-4456
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Double Oak Resort
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Driftwood Resort 338-2243
Edgewater Villa Resort 739-4585
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Fox Fire Resort 338-2119
Gage's Long Creek Lodge & Marina
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Golden Arrow Resort 338-2245
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Lucky 13 Resort 739-4414
Oak Hill Resort 739-4566
Red Eagle Resort 338-2227
Rock Lane Resort 338-2211
Rock View Resort 334-4678
Rockwood Resort See ad. 338-2470
Shore Acres Resort 338-2351
Sleepy Hollow Resort See ad 739-4525
Splitrail Resort 338-2350
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Trail's End Resort See ad. 800-888-1891

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Caprice Motor Inn 334-8555
Cedar Cliff Motel 335-2543
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Comfort Inn 335-4727
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Days Inn of Branson See ad 334-5544
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Mountain Music Inn See ad 335-6625
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Rancho Pacific Motel 334-0826
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Scottish Inn of Branson 800-782-1620
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Sheraton Inn Springfield 883-6550
Silver Fountain Inn 334-5125
Southern Air Motel 334-2417
Southern Oaks Inn 335-8108
Spinning Wheel Inn 334-7746
Stacey's Ozark Motel 334-8434
Stonewall Motor Inn 334-3416
Stonewall West Motor Inn 334-5173
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Travelers Motel Downtown 334-3868
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Turkey Creek Ranch 273-4362

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"on a clear day you can see forever!"
3 miles southwest of Branson, perched on bluff overlooking Lake Taneycomo and Branson's lights. 2 private hot tubs. Spectacular view from guest rooms. Private entrances. King and queen beds. Private baths. Hearty full breakfast. 3 guest areas available: $50, $70, or $85 for two. Group discounts. Honeymoon & special occasion packages.
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Gaines Landing 800-825-3145
Josie's B & B See ad. 800-289-4125
Old Branson Hotel Inn 335-6104

Ozark Mountain Country Bed and Breakfast Service
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85 Ozark Mountain Country locations in southern Missouri & northern Arkansas. Cozy cottages. Quaint inns. Elegant suites with private entrances, hot tubs...! Antiques. Hearty full breakfasts. Queen and king beds. Swimming/fishing/boat docks for guests. Spectacular views of lakes & valleys. Group discounts. Genuine Ozark hospitality! Box 295, Branson, MO 65616, 800-695-1546, 417-334-4720

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Nightly Condo Rentals at Motel Rates. Golf and Entertainment Packages available during fall and Ozark Mountain Christmas. Low traffic location. 5 minutes to shows, 12 minutes to Silver Dollar City. Conference facilities available.

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Fall Creek Resort See ad. 334-6404
Kimberling Inn Resort 739-4311
Roark Vacation Resort, Inc. 334-3196

CAMPGROUNDS

TABLE ROCK LAKE AREA

Antlers Resort & Campgrounds 338-2331
Bar-M Ranch Resort & Campground 338-2593
Castle View Estates 338-5261
Clevenger Cove/Big Bear 334-4131
Compton Ridge Campground 338-2911
Deer Run Campground 338-2222
Silver Dollar City Campground 338-8189

Stormy Point Camp & Resort
338-2255
HCR 9 Box 1401, Branson, MO 65616. Shaded pull-throughs, full hook-ups, air conditioned restrooms & showers, pool, playground, launch ramp, dock, rental boats & motors, lakefront sites. Open Mar. 15-Dec. 15. VI/MC. For reservations only call 800-933-5175.

Tall Pines Campground 338-2445
Trail's End Resort & RV Park 338-2633

TANEYCOMO LAKE AREA

Branson City Campground 334-2915
Cooper Creek Campground 334-5250
The Headwaters Campground
See ad. 334-7450
Ozark Country Campground 334-4681
Turkey Creek RV Village 335-8004

BRANSON/WEST 76 /LAKEVIEW

Blue Mountain Campground 800-779-2114
Carson's Campground 334-3084
Cedar Falls Campground & RV Park 334-2770
Chastain's South Branson RV Park 334-4414
Kamper Kountry RV Park 335-2100
Kangaroo Kampground 334-0537
Musicland KOA Campground 334-0848
Marc I Ent./Treasure Lake 334-1040
Old Shepherd's Campground 334-7692
Old Silver Town RV Park 272-8111
Presley's Campground 334-3447

GENERAL BUSINESS

ABSTRACT COMPANIES

Evans Title Company 334-3434
Stone Co. Escrow & Title Co. 357-6125
Taney Co. Title & Escrow 335-2155
Tri-Lakes Escrow, Inc. 334-1114

ACCOUNTING SERVICES

Baird, Kurtz & Dobson 334-5165
Chapman & Marshall CPA 334-6898
Garrison Accounting 334-1879
H & R Block Income Tax 334-4672
Kirkpatrick, Phillips & Miller 882-4300
Greg Springston, CPA 334-8120
St. John and Mersmann 532-2350
Zuercher, Sturhahn & Co. 334-7092

ADVERTISING SERVICES

Good Times Fun Bucks 831-3407
C.S. Harris Communications 334-6275
Henderson & Associates 816-753-6108
McLean Design 335-6725
Ghent Ortel & Associates 335-5164
Old Heritage Advertising 314-394-0811
Ozark Promotions 335-5068
Power Advertising Agency 739-5088
Print Marketing Services 739-2750
Taylor Made News 334-3535
Vacation Channel 334-1200
Vacation Outfitters 334-1757
Walker Advertising 334-7977

ADVERTISING SPECIALTIES

Broadcast Music, Inc. 887-7003
Tele-Ad of the Ozarks 334-6081

ARCHITECTURAL SERVICES

Esterly, Schneider & Assoc. 862-0558
General Design, Inc. 334-1999
Hood-Rich Architects and Engineers 862-4483
Herman A. Scharhag Co. Architects 816-221-9297
Slone Architects 887-4575
Space Planners Architects 335-4709

ASSOCIATE MEMBERS

Concordia Retirment Community 501-855-3714
Mid America Furnishings, Inc. 901-365-9660
Tantone Industries 334-7447

ATTORNEYS AT LAW

Adams, W. Joseph 334-7921
Cantwell, Allman & Smith 334-2222
Morrissey, Joe 334-7581
Motley, Marvin 334-2166

AUCTION SERVICES

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Lipscomb Ford Chrysler 334-3134
MFA Tire & Auto Center 334-3329
Jim Morris Chevrolet & Marine 272-3264
O'Reilly Automotive 334-2169
Pinegar Chevrolet/Olds 334-3114

BEAUTY SALONS

The Hair Dealers 334-8181

BEVERAGE COMPANIES

Ozarks Coca-Cola/Dr Pepper Bottling 865-9900

BOAT DOCK SERVICES

The Harbor 338-2828
Indian Point Boat Dock 338-2891
Long Creek Marina 334-4860
Main Street Dock 334-2263
Ozark Mountain Guide Service 334-4524
Scotty's Lakefront Trout Dock 334-4288
Table Rock State Park Marina
See ad. 334-3069

BUSINESS ASSOCIATIONS

Branson/Lakes Area Chamber of Commerce 334-4136
Christian Associates of Table Rock Lake 739-5248
Downtown Branson Betterment Association 334-1548
Hollister Chamber of Commerce 334-3050
Job Council of the Ozarks 887-4343
Mo. Division of Employment Security 334-4156
Ozark Mountain Country Business Women 335-9335
Ozark Marketing Council 334-654
Rockaway Beach Chamber of Commerce 800-798-017
Sigma House of Branson 335-594
Tourism Commissioner R.B. Smith III 532-913
Springfield Convention and Visitors Center 881-530
Stonecroft Conference Center
See ad. 334-240
Western Taney County Fire Protection District 334-344

CARPETING

Michael Home Center 335-452

CHARTERING SERVICES

Music Country USA Tour & Travel 335-506
Ozark Mountain Sightseeing 334-185
Ozark Mountain Tour & Travel 334-860

CLEANERS & LAUNDRIES

Super Stop Laundry 334-050

COLLEGES/SCHOOLS

Branson School District 334-654
College of the Ozarks 334-641

COMPUTERS

Easy Computer Systems 335-327
RACOM Business Systems 335-354
Sys-Tech Inc. 913-492-650

CONSTRUCTION/REPAIR SERVICES

Bell Building Systems 335-849
Bradley Concrete Corp. 334-510
Building Constructon Enterprises 336-322
Grainger 866-731
The Harbor 338-282
Herrman Lumber Company 334-787
Journagan Construction 334-619
MECO Systems, Inc. 881-491
Meeks Building Center 334-319
G. Oney & Assoc., Inc. 334-745
The Osborne Company 334-006
Payless Cashways 336-245
Rozell Engineering 334-414
Rozell Survey 334-414
Scott Consulting Engineer 866-864
Larry Snyder & Co. 335-464
Table Rock Asphalt Const. 334-214
Tannehill Construction 335-416
John White Construction 334-083
Williams Construction 334-632
Youngblood Construction 334-591

DENTISTS

Allai, Wes, DDS 334-602
Branson Dental Center 334-612
Rick, Jeffery S., DDS 335-463

ELECTRICAL SERVICES

Benco Electric 335-5227
K & R Electric, Inc. 334-1464
Loyd's Electric Supply 334-2171
Pollo Electric 334-4685

FACTORY OUTLETS

Carolina Mills Factory Outlet 334-2291
Factory Merchants Outlet Mall 335-6686

FILM DEVELOPING

Branson Video Duplication 336-3827
Flash Photo 334-0073
Wal-Mart 334-5005

FINANCIAL INSTITUTIONS

Magna Bank 334-2191
Ozark Mountain Bank 334-4125
United Savings & Loan 335-2122

FUNERAL CHAPELS

Greenlawn Funeral Home 334-1550

GAS/SERVICE STATIONS

Downtown Texaco 334-2345
E-Z Center Amoco 334-9732
Town & County Propane 723-5211
Tri-Lakes Petroleum 334-3940

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GROUP RECEPTIVE SERVICES

Branson Star Tours, Inc. 334-8100
Casey's Branson Connection 335-5933
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HEATING & AIR SERVICES

J & M Refrigeration 334-0221

HOSPITALS/MEDICAL

Ozarks Dialysis Services 335-5797
Skaggs Community Hospital 335-7000

INDIVIDUALS

Anglen, Randy 334-6355
Bailey, Betty 334-7510
Basham, Dwain 546-2081
Blue, Dr Gerald & Suzanne 334-7815
Bond, Christopher (Sen.) 881-7068
Byam, Peter 335-5866
Campbell, Pat 334-6320
Carol, Virginia 624-4043
Childers, Doyle (Rep.) 272-8281
Clark, M. Graham 334-4400
Counts, Ray and Mae 334-3032
Fox, Renee 334-8959
Haddick, Robert 334-1122
Hall, Steve H. 335-2448
Hanson, Bill 914-658-9640
Houseman, Ronald D. 546-2241
Hukriede, Malcolm 623-6111
Keohan, Tom 546-2371
Kirstein, Myrene 334-3400
Larsen, Arthur P. 338-2379
Miller, Truman W. 813-683-2581
Norris, Becky 334-6038
Norris, Lindy 334-6038
Parnell, Ben 864-3632
Roberts, Mrs. Becky 546-2701
Schloesser, Norman 913-492-2999
Shank, Thomas 800-234-5515
Smith, Dennis (Sen.) 314-751-4145
SMS University Center 836-5083
Swann, Christine 836-6000
Tate, Ken 501-426-5261

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Akers & Associates 334-5115
John Campbell Insurance Agency 800-467-1426
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Farmers Insurance 334-1227
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Shield of Shelter Insurance 334-3852
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JANITORIAL SERVICES

Lakes Area Professional Maintenance Systems 334-0128
R&C Nu-Way Janitorial/Cleaning 334-7682
ServiceMaster by Valentine 335-3505

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JEWELRY

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Main Street Jewelry & Gifts 335-4390

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David Green Property Management 335-2274
Oakmont Community Sales Assoc. 334-2106
River Fork Ranch 725-4552
Thousand Hills Joint Venture 335-8585
Vi-O-Lyn Development Co. 334-4259

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Lay-Z Lawn Landscaping 335-5050
Ozark Moutain Nursery & Landscaping 272-3000

LOCK & ALARM SERVICES

Branson Lock & Alarm 334-7303
Midwest Security Iinc. 881-3405

MAGAZINES

Branson's Country Review 334-6627
Branson Headliners 739-5553
The Clipsheet 886-8669
National Vacationer News 335-2610
Ozarks Mountaineer 546-5390
Parade of Homes Magazine 334-6671
Travel Host Magazine 881-4678

MANUFACTURERS

Blakemore Sales 334-5340
Midwest Aluminum Mfg. Co 865-2865

MEDIA

KHOZ AM/FM 501-741-2301
KOLR-10 862-1010
KOMC-AM & KRZK-FM 334-6003
KSPR-TV 831-1333
KTRI Radio 924-8696
KTTS Radio 865-6614
KTXR Radio 862-3751
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KYTV 868-3800
Rural Missouri Cable TV 334-7897
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Gainesville Health Care Center 679-4921
Point Lookout Health Care Center 334-4105
Rolling Hills Estate 334-6431

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Protel Systems & Supplies 882-9950
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Sterling Detective Agency 335-2508
Technical Productions, Inc. 314-531-6007

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Paradise Painting 833-0888
Seminole Paint & Decor 881-5559

PEST CONTROL

Bell Pest Control 800-475-9500
Ever-Ready Pest Control 739-4915
Mr. Bug Killer 334-0009

PHARMACIES

Family Discount Drug 334-1390
Wal-Mart 334-5005

PHOTOGRAPHERS

Flash Photo 334-0073
Wealand's Rainbow Photography 334-4271

PHYSICIANS & SURGEONS

Chaffin, Jerald, M.D. 334-4117

PLUMBING - WHOLESALE

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Pippin Wholesale Co. 501-741-3421

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A & J Printing 725-2674
A-1 Custom Printing 334-8108
Curtis 1000 432-3120
Express Printing Co. 334-1953
JTM Colorscan 335-3586
Lake Printing Co. 800-342-3361
Multi Printing Inc. 546-5340
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Ozark Forms 336-4034
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Phillips Litho 501-751-1410
Ro-Ark Printing Co. 501-636-1686

PUBLISHERS

Ozark Postcard Publishers 739-4481

RADIO/TELEPHONE/ TV SERVICES

Alltel Mobile Communications 882-2020
Branson Telephone & Television 335-5123
Curtis Mathes Home Entertainment 334-8631
DiversiCom Consulting Group 303-674-7117
Econo Call, Inc. 334-7547
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One Call 335-2261
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REAL ESTATE COMPANIES

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Boeker, Jim 272-8417
Branson Realty, Inc. 800-766-0922
Carol Jones Realtors 335-5950
Century 21 Gerken & Associates, Inc. 334-1892
Cotswold Realty 338-2250
Fall Creek Resort Real Estate 334-6404
Grady, Rex 334-5108
J. Jeschke Appraisal 334-3241
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Notch Realty 338-2020
Patterson Duck Club 338-5131
Peoples Realty, Inc. 334-8500
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Re/Max Associated Brokers 334-1374
Reiske, Norman 739-4757
Round the Clock Realty 334-1980
Shepherd of the Hills Realtors
See ad. 739-4333
Smith, Don Realty 334-1185
Stenger-Pendleton Realtors 883-3600
Stockton Realty 338-2022
Table Rock Realty Co. 334-3138
Tri-Lakes Board of Realtors 739-2754
Youngblood & Associates 334-3232

RECORDING STUDIOS

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Soundtrek Recording Studios 816-931-8735

RESERVATION SERVICES

Branson Ticket & Travel 561-8272
Branson Tix 334-8497
Branson Vacation Reservations 335-8747
Select Tix 800-447-3747

RETAIL SHOPS

Aileen Stores, Inc. 335-6651
American Tourister Inc. 335-5079
Apple Tree Mall 335-2133
Ball Office Supply 334-3854
Banister Shoe Co. 335-4941
Bee Discount 334-3323
Bon Nels Affordable Fashions 335-5192
Branson Mercantile 334-3634
Carolina Mills Factory Outlet 334-2291
Carousel Gift House 334-5655
CopyWrights 335-COPY
Davidson & Sons Jewelers 334-3353
Dick's 5 & 10 Inc. 334-2410
Engler Block 335-2200
Engler Woodcarvers 334-4595
Evon Picone Store 335-4080
Factory Merchants Mall 335-6686
Fashion Flair 335-8633
Frontier Flags 334-1776
The Gift Gallery 334-2334
Giftware Outlet 334-5025
Gingham Goose 334-7870
Hey Mon Coffee Ltd. 334-2320
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Quilts and Quilts 334-3243
Reish Shoe Store 334-3635
Ride the Ducks 334-5350
S Bar B Western Wear 335-3207
Sans Souci Lingerie 335-2795
Santa's Outpost 334-3807
Seminole Paint & Decor 881-5559
Shepherd of the Hills Homestead 334-4191
Silver Dollar City 336-7100
Silver Spur Western Wear 334-5026
Stone Hill Winery 334-1897
Vacation Station Swim Shop 335-4640
Venus Imports Inc. 334-3919
Wal-Mart 334-5005
The Wallet Works 335-8937
The Walnut Bowl Shop 334-5915
Walnut Bowls/Chicago Cutlery 335-5793
Woodshed Gifts & Clocks 334-1680

SANITATION SERVICES

Renfro's Refuse Service 739-2117

SIGN COMPANIES

Ayres Advertising & Sign Co. 272-3327
Branson Sign & Neon 334-7125
Harrison Sign, Inc. 501-741-5267
Henderson Signs 334-6528

TRANSPORTATION SERVICES

J. Howard Fisk Limousines 862-2900
Kings Moving & Storage 866-1950
Ozark Mountain Sightseeing 334-1850
Ozark Regional Flight Service 501-895-4444
The Shuttle Company 314-892-8173

TRAVEL AGENCIES

Beeline Travel Tours 272-8776
Branson World Travel 334-1690
Discovery Tours 334-0877
Great Southern Travel 334-8080
Ozark Country Vacations 335-2332
Ozark Mountain Tour & Travel 334-8600

UTILITIES

City of Branson 334-334
Empire District Electric Co. 334-317
Empiregas Inc. of Branson 334-511
GTE 334-923
Morris Oil Co. 334-531
White River Valley Electric 334-653

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Animal Care Clinic 334-769
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New Lugene's/J.B. Deere 334-316
Sam's Club 882-503
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Branson Shops Give Free T-Shirt, Cap, Spoon, Hillbilly Mugs & Calendar To Each Visiting Family

Free Branson Souvenirs

Several locations on Country Music Boulevard (Branson's Highway 76 "Strip") continue to offer each visiting family enough free souvenirs to remember their Branson holiday a long time.

Available gifts include a free Branson T-Shirt, a free Branson Cap, a free Branson Collector's Spoon, a free Branson Rainbow Mug, a free Branson Hillbilly Calendar (1992 or 1993) and a free Hillbilly "mason"-type drinkin' Jar.

The combined free souvenirs are estimated to have a retail value of $12.00 to $15.00 (with a limit of one set for each visiting family).

What's The Catch?

Since we all know that "there ain't no free lunch"..even in the Ozarks...we asked how these merchants could afford to give away exactly the same souvenir items that other businesses were selling at a good profit.

Shops Make Money

The answer may really explain the phenomenal growth of Branson itself... because it shows how a handful of friendly Ozark shop-keepers set out to sow some good old fashioned Ozarks hospitality...and in turn...have reaped more profits than they ever imagined.

Everybody Wins

Each free souvenir comes with a low-limit "get acquainted" purchase requirement (outlined at right) which almost covers the cost to that particular shop.

"Our visitors get a great value... while our shops get thousands of new friends (and customers) for almost no out-of-pocket cost.

We like to think it works so well because we have friendly shops...a fun atmosphere... and excellent values," say the shop owners. "The free souvenirs bring folks in the first time...but we hope it's Ozark TLC (Tender Lovin' Care) plus honest quality and great prices that bring them back."

Free Souvenirs Easy To Get

Most of these shops distribute thousands of coupons throughout the Branson area...but they've also told us...

"if you can't find a coupon, just bring in this article... or even a note from your motel ...and we'll all pretend that's a coupon."



Tourists show off free Branson gifts.

Free Branson T-Shirt

At **Vacation Station** with $5 purchase. Second year operators Bill & Kathy Hawkins seem to live and love every minute in this delightful up-beat specialty shop, directly across from White Water.

They also offer more bargain priced "Branson" tee and sweat shirts per square foot than anyone else plus a great assortment of low-cost fashion swimsuits and swimtrunks (summer) or sweaters and jackets (fall/spring).

Free Hillbilly Calendar

At **Giftware Outlet** with $5 purchase. An old time shop on the Strip (next to $1 Shop), dating back before 1970. Owners Dave and Julie Justice specialize in wholesale/retail savings on Branson souvenirs, jewelry, "dolls, churns, shell baskets, and wind chimes from around the world."

Meet The Merchants Who Give Things Away

Thumbnail sketches of the shop-keepers who've made money giving away free souvenirs to Branson visitors...and the details of their individual free souvenir offers.

Free Souvenir Branson Cap

At **Carolina Mills Factory Outlet** with $5 purchase. Long a favorite shopping stop for Branson visitors, started by Joyce and Ralph Miller in 1975.

Famous Fashion Fabrics. Good Housekeeping magazine featured Carolina Mills as the nation's top fabric source in "33 Great Places To Shop By Mail," pulling 9,700 sample requests from sewing enthusiasts worldwide.

America's Beach Towel King. "Maybe the world's," says store manager Mable Bellieu. "We display 220 different styles. Most discount chains don't even have ten."

Ladyswear...Menswear... Westernwear...all thru Extra Sizes

"We'll match prices with anybody in America," especially swimwear, western wear, or larger sizes."

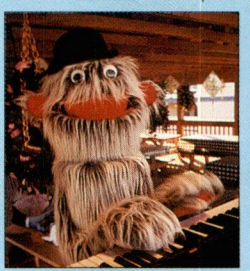
Free Branson Rainbow Mug

At **Waltzing Waters Theatre** with admission. Sit back (comfortable and dry) and thrill to the show of a lifetime. Each hour some of America's finest fountain players hurl 38,000 gallons of water, high overhead, in the most dramatic musical water displays ever created.

The only complete Waltzing Waters complex in North America today. A show so unique and exciting that owners Mike Justice and Ralph Miller offer a full money back guarantee if you don't personally love it.

Free Hillbilly Drinkin' Jar

At **$1 Quik Snak** with Soft Drink purchase. Sandwiches $1. Pastries $1. Ice Cream $1. Drinks $1. Every single item on the menu is just $1. Come meet co-owners Ann and Jack Harris who share the spotlight at the top of the ramp, Vacation Station, with...*a talking silver ape.*



"Hairy" at the Keyboard.

Free Collector's Spoon

At **$1 Shop** with $5 purchase. An exciting new shop next to the Cristy Lane Theatre. "We're creating department stores with just one price...$1," say Jack Cline and Dave Justice.

80,000 Items Each Just $1. "Jewelry, ceramics and kitchen gadgets for ladies...tools, books, and garden supplies for men... clothes, toys and games for kids...plus everything else we can find in the world to sell for $1. For Christmas... it's a stocking stuffer's paradise."

$1 Shop Chain Spreading. "We've already opened 16 other $1 Shops in Missouri, Oklahoma, Arkansas, Illinois, Indiana and even Tuscaloosa, Alabama," said Justice.

Your Town May Be Next. Cline revealed they expect to "add seven more stores in Missouri or adjoining states before Christmas."