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United States Department of the Interior
National Park Service

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National Register of Historic Places
Multiple Property Documentation Form

_X_ New Submission ____ Amended Submission

A. Name of Multiple Property Listing

Historic Taneycomo Lakefront Tourism Resources of Branson, Taney County, Missouri

B. Associated Historic Contexts

Lake-Centered Tourism, 1913 to c. 1928
Automobile Tourism, c. 1923 to 1943
The Depression Years, 1929 to 1939

C. Form Prepared by

name/title David M. Quick/Architectural Historian and Linda Myers-Phinney/Historian

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (___ See continuation sheet for additional comments.)

Claire F. Blackwell — 20 July 1993

Signature and title of certifying official ~~Claire~~ F. Blackwell, Deputy SHPO — Date

Missouri Department of Natural Resources
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

for Beth L. Savage — 8/31/93

Signature of the Keeper — Date

HISTORIC CONTEXT OVERVIEW

Preface

In Missouri's White River country, tourism and community are so intertwined that the history of tourism in this area is largely the history of economic and cultural development. The growth and development of tourism is synonymous with the growth and development of the area. The historic theme of tourism is divided into background, three contexts and addendum which are outlined and explored below.

Background--Lake Taneycomo's First, Turn-of-the-Century, Tourists
- Arcadian Myth
- Picturesque Aesthetic
- White River Country "discovered"

1. Lake-Centered Tourism: The First Generation of Development, 1913 to c.1928
- Dependent Upon Lake Transportation

2. Automobile Tourism: The Second Generation of Lake Taneycomo Resorts Responds To Changing Modes of Transportation, c. 1923 to 1943
- Changing Habits Equaled Changing Accommodations
- Influence of Roads in Resort Location
- Branson Lakefront Development

3. The Depression Years in Taneycomo County, 1929 to 1939
- Changing Leisure Pursuits
- WPA Projects

Addendum--Post World War II
- Resumption of Activities
- Spring Training for Major League Farm Teams
- Fall Baseball School

Background

The development of tourism in Missouri's White River country can be traced to the coincidence of certain events in the area with an international back-to-nature movement which influenced America's culture around the turn of the century. Although there were numerous precedents,

the movement began around 1870. It was an ideological movement and advocated a romanticized, idealized pastoral happiness found only in the country. Spurred by a reaction to rapid and iconoclastic post-Civil War cultural and economic changes, the back-to-nature movement expressed a nostalgic longing for a rural way of life perceived to be the epitome of idyllic happiness.

From the beginning of tourist development in the Taneycomo Lake area, the attraction for the tourist revolved around a closely related set of pre-conceptions which have a long history in the popular ideology of the United States. For the sake of simplicity it is reasonable to group the visual aspects of this set of pre-conceptions under the heading the picturesque aesthetic and the physical aspects of it under the dream of the Arcadian life. In the Taneycomo area these two come together in the domestic artifacts of built environment embodied in the "craftsman" or "bungalow style," often broadly defined to include decidedly "rustic" elements. In dealing with this area, it is important to understand that the built environment includes much more than just the buildings on the land. Landscape always involves more than just land; it is a configuration of land which conforms to some sort of human concept. In the Lake Taneycomo area people took land and created landscape in a very tangible manner. Hence, the built environment must be understood in some sense to include that constructed landscape as well as simply built forms upon the landscape. Buildings and aggregates of buildings are combined with the land and other objects to create informal but nonetheless carefully contrived compositions.

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

Shortly after the turn of the century three regional events opened Missouri's White River country to the search for a mythical Acardia. The first occurred in 1906 when engineers completed the White River Division

of the St. Louis, Iron Mountain and Southern Railway. Crossing southwest Missouri, it joined existing rail lines in Carthage, Missouri and Newport, Arkansas and provided the first easy access into an area which had been relatively isolated, partly due to its steeply divided terrain. The railroad crossed the White River at the here-to-fore insignificant town of Branson. Although a few hardy sportsmen had previously ventured into the area to hunt, float, and fish on the rivers, the railroad opened the area to travelers who desired a less strenuous, more pleasant trip. (Cultural Resources Survey of Galena, Missouri.)

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

Plans for the area's biggest tourist attraction began in 1910. The Ambursen Hydraulic Construction Company began inspecting sites on the White River for a power-generating dam to be built by the Ozark Power and Water Company. The chosen location lay two miles upstream from Forsyth in central Taney County. Construction began late in 1911, and Lake Taneycomo was impounded in the spring of 1913. The completed Ozark Beach Dam was notable for two things: it was at the time the largest hydroelectric dam west of the Mississippi River, and it created the Midwest's largest recreational impoundment. The Lake Taneycomo area became so popular with tourists that it was called "The Playground of the Middle West" in promotion and the "Taneycomo District" locally. (That the region rapidly became "The Playground of the Middle West" was evident in the resorts which bore place names. Among these were Camp St. Louis, Camp St. Joe, Kansas City Club, Tulsa Club, and the Big 8 Club of Kansas City. Between 1913 and 1926 visitors came to the area from Minnesota, Michigan, Iowa, Illinois, Indiana, Kansas, New Mexico, Oklahoma, Texas, Arkansas, Louisiana, and Tennessee, as well as all points in Missouri.) (Myers-Phinney)

The first resort development along Lake Taneycomo (actually pre-dating the lake) was at the village of Hollister, approximately one mile south of Branson. Hollister, however, possessed no lakefront. Hollister, consequently, was where early visitors usually stayed; but neighboring Branson became the focus of lake-centered recreation. Immediately after

Taneycomo's impoundment in 1913 six excursion boats were quartered along Branson's lakefront: the "Minniehaha;" the McQuerter Brothers' "Sammy Lane," the largest passenger vessel on the lake and the one which carried the mail; R. W. Walden's "Golden Eagle," which made moonlight runs downriver; "Nightengale," piloted by Harry Vanzandt; Captain H. N. Paul's "Arkansaw Traveler;" and the "Idyl Hour," launched by E. S. Davis as Branson's first steam boat (WRL, 5/16/13, 6/20/12, 7/4/13, 7/25/13).

The earliest identified surviving buildings along the Branson water front are log resort buildings and the log motif, whether actual or simulated, would dominate in Branson although it would be combined with the use of native rock (Overview,Gilmore, Myers-Phinney and Quick. p 62). An important part of the picturesque approach to building involves exploiting the color and textural qualities of materials. In the Taneycomo area the rustic use of log and native stone both play an important part in resort area architecture. The use of log and rock would continue through the period of significance, giving a uniform aesthetic quality to tourist development construction in each of the following contexts.

Lake Centered-Tourism: 1913 to c. 1928.

The first generation of Lake Taneycomo area tourism began around 1906 and persisted through the early 1920s. Transportation differentiated this period from subsequent ones.

Roads--or their absence--limited travel into the Taneycomo district. Although automobiles began to appear in Branson as early as 1913, they were a rare phenomenon; the bridge across the White River at Branson was constructed in 1913 for wagon use.

Early tourists commonly entered the Lake Taneycomo area by train, disembarking at Hollister. They then had several alternatives. For relatively near destinations many chose to walk; contemporary accounts tell of visitors hiking to attractions south of Branson and even Marvel Cave on the western county line. And while stock-drawn wagons could be hired, it was not until after World War I that automobiles were also available.

Because bridges were a scarcity and roads non-existent or rudimentary, even enterprising taxi drivers could not meet everyone's needs. Water traffic, therefore, was the backbone of local travel, connecting resorts

downriver with the rail depots at Branson and Hollister. This was evident in the growth of enterprises such as the Sammy Lane Boat Line, the main artery of communication and transportation between the rail line and resorts on Taneycomo's east end. Early 1920s lake traffic warranted a second Sammy Lane Boat Line dock. This boat line, the area's oldest and largest continuing marine business, operated more than ten boats in the 1920s and had headquarters in Branson near the Main Street bridge. By 1925 the line ran four scheduled boats daily between Branson and Ozark Beach Dam (WRL, 7/30/25).

Because of the area's dependence on water transportation early resort developments lay in fairly predictable locations: on accessible lake shores which offered scenic views of the lake. While some early resort sites seem by today's standards to be inconvenient, such out-of-the-way spots, when viewed in proximity to Lake Taneycomo, all lay along the main traffic artery.

The importance of the lake was further evident in resort architecture. Most resorts were situated on rises sloping back from the lake's shore, thus offering scenic views to all tiers of cabins. Cabins usually possessed resort-style porches (often screened) across the width of the structure that faced the scenic, lake side. The arrangement of cabins further indicated the patterns of lake/pedestrian traffic: cabins were arranged to afford the best view of the lake and to be most convenient to reach on foot. This often meant an irregular arrangement of buildings spaced closely together which was also consistent with a picturesque composition.

Automobile Tourism: c. 1923 to 1943

The mid 1920s were bench mark years for tourism. At its conclusion the 1925 tourist season was deemed quite successful (WRL, 9/3/25). A similar trend was expected the following year, and these expectations proved justified; at the summer's end 1926 local newspapers recorded it as the "most successful tourist season in the history of Missouri resort country" (WRL, 9/16/26). This marked the beginning of the second generation of tourism development along the lake, from approximately 1923, when the flush of success spurred more and more people to cash in on a seemingly sure thing, until 1943, when wartime rationing and controls forced a lull in auto travel until the wartime emergency was lifted.

By the mid-1920s the railroad's passenger business had begun to decline in favor of automobiles. Second generation lake area development reflected this change; while the majority of first-generation developments lined the

lake's shores, where travel was easiest, the second generation of resorts was oriented toward both the lake and automobile traffic. This meant that newer resorts were less accessible to lake/pedestrian travel but more so to automobiles, or were located along evolving automobile routes and thus able to take advantage of passing traffic. The ascendancy of automobile traffic was assured by the passage of the Hawes Act in 1917 and the Centennial Road Law in 1921. The Hawes Act created the Missouri Highway Department and shifted the primary responsibility for road building from the counties to the states; the Centennial Road Law gave the highway department comprehensive authority to hire professional engineers, let contracts, approve designs, and maintain the road system. By 1923, the revised system had begun reaping dividends for the tourism industry in the Lake Taneycomo area and elsewhere in the state (Morrow and Quick).

The accommodations of second-generation Taneycomo resorts also reflected changing modes of transportation. Because travel was no longer dependent on train schedules, tourists could come and go as they pleased on a moment's whim, and so tended to stay shorter periods in each place. Tourists who traveled into the area by rail stayed for protracted visits--often the entire summer. The cottages they inhabited tended to be indistinguishable from continually inhabited homes, because for long stretches that is exactly what they were. But because travelers in automobiles were, by definition, more mobile and could camp beside any road they chose, and so carried many of their own accouterments, the accommodations they found were often more spartan and tailored to shorter stays. The least of these "camping cabins" were nothing more than insubstantial wooden boxes with screened windows over which canvas shades could be unrolled. Others, of more substantial construction, possessed standard doors and windows and perhaps electricity. Even these, though, were normally very small--usually one room--and would not be mistaken for a residence.

Whether a camping cabin or a tourist motor court which offered more solid cabins, all were geared toward automobiles. The standard motor court plan situated shelters around a central court or drive, facing the central drive rather than some scenic view. And each cabin had space for parking automobiles off the street.

Two early resorts which catered to automobile traffic were Sharp's Resort and the Sammy Lane Tourist Park, both located at major bridges--Sharp's Resort at the northern entrance to Branson by the Roark Creek Bridge and the Sammy Lane Tourist Park at the southern edge by the Main Street Bridge, both along Highway 3 (later U.S. 65), the primary north/south route through Taney County. This allowed both resorts to take advantage of automobile traffic which had to decelerate for bridge approaches. Begun in 1924, both resorts were transitional operations, bridging the shift from train/lake travel to automobile travel. Although oriented specifically toward the major auto

road, both resorts were within one-half block of the train tracks and both lay on the water.

The highway crossed the Roark Creek bridge and ran south into the heart of Branson. Turning due east, at the intersection of Main and Commercial Streets, Highway 3 approached Lake Taneycomo along the present route of Main Street. It then crossed the lake over the Main Street bridge, also constructed in 1913. The elliptical section of land circumscribed by road and shore line from their convergence at the Roark Creek bridge to their re-intersection at the Main Street Bridge was the focus of Branson's earliest tourist activities.

The lake shore area north of present Oklahoma Street had been Riverside Park as early as 1907, when Branson's Fourth of July festivities were held there (Van Buskirk). After formation of Lake Taneycomo and the ensuing popularity of Branson boating and resorting along the shore to the north and south, it was natural that Riverside Park would continue to play a part in the tourist industry. Early photos depict both the boat yards (at the west end of the Main Street Bridge) and Riverside Park crowded with people on excursion boats and promenading along the shore (Shumate Photo Collection).

Branson's park area had been extended in 1917 when the city contracted with Charles Fulbright of the Branson Town Company to purchase for $1,500 just over five and one-quarter acres of land extending from the railroad right of way to the lake, on the south side of present Oklahoma Street (WRL, 8/18/27). Although the property had been considered such and used as a city park since then, the city had never secured a deed. After Fulbright's death in 1927 the city secured a deed from his heirs, subject to the stipulation that the land must be used for a city park forever (WRL, 7/9/27)

Hobart McQuerter, who had begun the thriving Sammy Lane Boat Line on Branson's lake front in 1913, opened the Sammy Lane Tourist Park in 1924 with twelve camp shelters. In the flush of the successful mid-1920s McQuerter expanded; in 1925 the camp featured numerous shelters for automobile campers, a screened kitchen and bath house, and a new 60 by 150 foot swimming pool flanked on the west by a bathhouse and pavilion. Admission was charged for cars, but season tickets could be purchased for the swimming pool (WRL, 6/25/25). By 1926 the camp had thirty camping shelters and eight new cottages, built on stilts directly over the lake's

edge. Apparently even this expansion could not meet demand; according to a local reporter "car after car is turned away, there not being sufficient capacity to accommodate them all" (WRL, 7/29/16).

In 1927 McQuerter relocated his Sammy Lane boat shops from just south of the Main Street Bridge to a spot farther north on the shoreline; the vacated space allowed expansion of the Sammy Lane Resort (WRL, 3/17/27). And expand McQuerter did. 1927 additions to the Sammy lane Tourist Park included a rustic pavilion and several new cabins. These latter buildings were noteworthy for their purpose and form: they were built, according to McQuerter, "substantially for all year use...They will each have two to four rooms and each will contain a fireplace" (WRL, 4/14/27, 12/8/27). Period photos show these cabins, now numbers 41, 42, and 43, to be, indeed, among the most substantial buildings in the resort. These cabins were built on the southwestern side of the property, the highest ground in the park, minimizing the possibility of damage from flooding. Construction was of peeled logs atop coursed fieldstone foundations. Each sported, on its northern exterior wall, a rock chimney which incorporated careful rock placement. In a photo taken circa 1934 by the Federal W.P.A. these cabins appear to be the largest and most substantial in the Sammy lane Park, as well as the only ones with chimneys (Western Historical Manuscript Collection). These cabins were available to the public, completely furnished, the following year. (Program: Mid-Summer Meeting). McQuerter, however, was not the only one prescient enough to see the advantages of improvement; in 1927 the city of Branson refurbished Lake Shore Drive along the water's edge north of the Main Street Bridge. For decades the center of Branson's recreational activities, the lakefront was improved by a retaining wall stretching nearly 1,000 feet north from the bridge, topped with a concrete walk over two feet wide. This permitted Lake Shore Drive to be extended and widened by protecting it from flooding. (WRL, 6/30/17)

A major promotional event took place on the Branson waterfront in 1927. A "water carnival" was staged in August of that year, featuring a twenty-mile marathon swim from the Hollister railroad bridge to Ozark Beach dam. Other events included championship diving exhibitions, a speed boat regatta and aqua-plane exhibition, all viewed from Branson's lakefront, a public dance with music by the University of Missouri's twelve-piece orchestra, and a bathing beauty contest held around the pool at the Sammy Lane Tourist Park (WRL, 7/14/27, 7/28/27, 9/1/27). McQuerter's improvement efforts were assisted by the Missouri Pacific Railroad, which lent its

landscape crew for beautification (WRL, 11/24/27, 12/8/27).

The Depression Years, 1929 to 1939.

Although the Depression affected tourism in the Lake Taneycomo region during the 1930s, hard times did not bring resorting to a standstill. The Sammy Lane Boat Line still operated boats with a total capacity of 680 persons and a dance pavilion in Branson, manned in 1933 by an eleven-piece orchestra from Tulsa, Oklahoma (WRL, 2/16/33, 6/29/33). The Sammy Lane Resort continued with business as usual; in June 1932 the resort opened with an orchestra engaged to play nightly in the pavilion (WRL, 5/26/32).

The Depression years were marked by interest in a relatively new leisure pursuit on Lake Taneycomo--speedboating. This was presaged by the appearance of custom-built motorboats for fishing. Local boat builder Herbert Lowmiller and others built several sixteen-foot steel fishing boats, powered by Elto motors. These were constructed in the lake area for out-of-towners who spend weekends and/or summers at the lake (WRL, 3/20/25, 3/27/25, 5/1/25). Lowmiller built one of his boats for Sam Herrick of Springfield, who in the 1930s graduated to speedboats.

By the late 1920s some rather impressive boats were seen on Lake Taneycomo. What was described as a "fleet" of speedboats docked at Rockaway Beach, a resort town to the east along the lake. These included a 60 mile-per-hour Souzette powered by a 240 horsepower French Hisso airplane engine and another, with a top speed of 55 miles per hour, powered by a Curtis aviation engine. (WRL, 7/14/27) With high performance vessels such as these, perhaps it was only natural that races should become a popular pastime.

Speedboat races featuring both inboard and outboard motor boats drew large crowds to the Branson lake front throughout the decade of the thirties. Participants included Springfield area competitors Harry Wilhoit, a boat builder, Sam Herrick, Jr., Dr. Robert Smith, Dr. Mitchell of Republic, and nationally-known musical comedy personalities the Weaver Brothers (WRL, 7/6/33). Other racers came from the Kansas City area (WRL, 5/11/33). Regional promotion emphasized Branson's boat races and Lake Taneycomo received nationwide attention in 1939 when it hosted races sanctioned by the National Outboard Motors Association. Two hundred fifty racers competed for prize money, cheered on by an estimated 15,000 spectators (TCR, 8/10/89).

Tied inextricably to America's Depression era history is the W.P.A., and this is true even of the history of the Branson tourist area. True to its larger purpose, W.P.A. projects helped the White River economy in two ways: by accommodating tourism, the area's economic mainstay, and by employing local people. The W.P.A. undertook several projects in the Hollister/Branson area, including two on the Branson lakefront. These were the construction, between 1933 and 1935, of stone bleachers facing the lake along Lake Shore Drive and a fieldstone ball park grandstand, both located on city park property.

The parcel of land north of Main Street, bounded on the west by the railroad right of way and on the east by what was Lake Shore Drive, had been used as the Branson City Park since 1917. Beginning in the early 1920s a wooden grandstand had provided seating for the ball field and park, but a catastrophic White River flood in 1927 inundated the whole Branson lake front area and destroyed the original grandstand (Meadows).

Beginning with Taneycomo's impoundment, the lake side and city park had been used as an informal gathering place, boating center, for sporting events, picnics and meetings, rodeos, carnivals, and political and religious meetings. The W.P.A. projects recognized the social and economic importance of the lake front/city park, and the completed bleachers were used immediately by boat racing spectators, but have endured beyond that immediacy.

Addendum--Post World War II

The post-World War II years were busy ones at the Branson City Park complex. In 1946 the park hosted the local Kiwanis Club's annual rodeo and the County Fair (although Branson was not the county seat) (WRL, 8/1/47, 9/12/47). In 1949 speed boat races resumed along Branson's lake front, the first since the war had begun. This marked the resurrection of yearly races viewed from the stone bleachers facing the lake front, which continued into the 1950s (WRL, 9/2/49, 9/9/49).

Beginning in 1947 Mang Field was recognized as a desirable ball field by more than local players. That year the Leavenworth, Kansas Braves, a farm team of the Boston Braves, chose Mang Field as their spring training camp. Led by manager Joe Bowman, a former pitcher for Pittsburg, Philadelphia, Cincinnati, Boston, and the New York Giants, the Leavenworth

Braves spent three weeks playing both local teams and themselves (WRL, 3/28/47, 4/4/47). In the fall of that year the New York Yankees held a base ball school at Branson for young men who had signed or wanted to sign a contract to play with the Yankees. Ninety young men from sixteen states participated in two daily practice games and attended classes at night. Scout Tom Greenwade of Joplin, Missouri and Burleigh Grimes supervised and instructed the school, with Grimes pitching the practice games. Described by a contemporary writer as "one of the greatest ball pitchers of all times and one of the last old 'spitballers' to survive in big time competition," Grimes had pitched for the St. Louis Cardinals, Chicago Cubs, Brooklyn Dodgers and other major league teams (WRL, 8/8/47, 8/22/47, 9/5/47).

Apparently pleased with Mang Field, the Yankees' interest grew; farm teams from Quincy, Illinois; Joplin, Missouri; and Grand Forks, North Dakota conducted spring training in Branson in 1948 and 1949 (WRL, 1/16/48, 2/11/49). (They were followed in 1948 by Max Laniers All-Stars, an exhibition team composed of former Major League players who were barnstorming the country (WRL, 5/7/48).) The Yankees again held base ball school in the fall of 1949, and 1950 spring training at Mang Field expanded to include farm teams from Independence, Kansas and Fond du Lac, Wisconsin (WRL, 8/26/49, 3/3/50, 3/31/50). Among trainees was rookie Mickey Mantle, described as the year's "hottest prospect" (WRL, 3/30/51). The farm teams returned in the spring of 1951, according to local tradition, but the death of a seventeen-year-old player in Lake Taneycomo, marked the end of Yankee activities at Mang Field (Meadows, 1993; WRL, 3/30/51, 4/20/51).

I. Property Type: Tourist Development Properties

Several factors need to be understood before the selected property types chosen are considered. Among these are the qualities which characterize most of the considered properties within the Branson lake front area as well as most of the properties within the limits of the original survey.

First: The properties were in some manner relevant to the tourist industry, although as was indicated in the discussion of context, this industry is so important to the area that it is hard to imagine any area property which in some manner is not relevant to that industry.

Second: Although great differences exist between the types and architectural treatment of the properties in the Branson water front area and in the Taneycomo area, there is also unity as well. The essay "Architectural Overview" in the survey ends with the statement:

> For all of the diversity it seemingly contains, the entire cultural landscape of the Taneycomo tourist area conforms to a single set of ordering principles involving the picturesque, the Craftsman Style and the rustic. Furthermore the forms of that landscape, from the large scale environment including the formation of a lake at one end of a scale of development to the textures and colors of materials chosen for a stone wall or stone lined ditch at the other, all were given order by the efforts of human beings (Gilmore, Myers-Phinney and Quick. p. 74).

Consequently, virtually all the properties conform in some manner to a picturesque aesthetic. Picturesque literally means picture like, but in the visual arts and architecture it takes the meaning of a pleasing poetic irregularity. It involves all aspects of a type of composition applied to nature, or a scene from nature, which exploits asymmetry of organization and variety in colors, textures, rhythms and light.

The log cottage has important picturesque associations and, of course, the log house has an old Ozarks tradition. While the use of native stone had an important place in traditional building in the area as well, the introduction of portland cement allowed the development of inexpensive methods of building with native rock resulting in the slab rock technique which became important in the twenties (Morrow and Quick. pp.35-43)

The relative isolation and abundance of natural materials made these types of building particularly well-suited to the White River area, and

examples abound of structures which utilize the rustic motif. Among these are Sammy Lane Resort log cabins and the Branson city park rock structures. The Sammy Lane Resort, with its peeled log walls atop fieldstone foundations, represents a larger trend in resort architecture as well as that typical of the White River area. National publications of the late 1920s and 1930s devoted much space to building tourist courts: the most comfortable and attractive, and the least expensive to construct and maintain (for example, "The Old-Fashioned Log Cabin," p.46 or "Cabin and Cottege Building," pp.40-41).

Log cabins were promoted as meeting all these criteria. They were attractive and could be as comfortable on the inside as one wanted them to be. And because log construction eliminated framing, they were relatively inexpensive to build; and their increasingly rustic appearance with age required only minimal maintenance. Log construction seemed naturally to go hand in hand with rustic rock work, in construction journals as well as in reality. These materials have proved to be durable; while many other tourist accommodations have deteriorated to nothing or to the point where they require extensive and obvious reconstruction, the Sammy Lane cabin buildings are some of the few to remain original after sixty-some years of continuous use.

While log or log appearing buildings are common in the developments of the Taneycomo area and range from full round log cabins to siding cut to appear log like, it is interesting to note that almost none of the log or log like buildings reflect the characteristic Ozark hewn log house. This is another clear indication that the tourist responds to a pre-conception which, in most cases would not include the Ozark log house whatever its picturesque qualities. The tourist or resort patron would not have known of this form of log construction and would not have had much exposure to it. Rather than responding to the vernacular tradition in the area, the log resort cabin was the result of the ideology of the Craftsman Movement, and ultimately a northern European tradition.

It should also be understood that the contexts developed and the property types chosen are not intended to be complete or inclusive of all possible contexts or types within the Branson waterfront area and certainly not the Taneycomo Lake area surveyed. It is hoped that other contexts will be discussed and other types identified in the future.

Third: Virtually all of the tourist related businesses which were created during the period of Taneycomo tourist development were small and family owned. Most were built with very little capital. Consequently, the properties often were developed a part at a time; and changes were made piece meal as the owners required and could afford additions. Usually

properties were developed as economically as possible, inexpensive materials were used and often the work was done by the owner. This process resulted in a great variety within the overall context. This also suggests that one should not expect to find unaltered properties; alteration was simply a part of the historic process which took place (and is still taking place) within the Branson Waterfront area. Of course, the specific alterations need to be discussed when particular properties are considered for nomination.

Sub-type: Lake Centered Resort Properties

II. Description

During the First period of the development of the Taneycomo Lake tourist industry from 1913 to about 1928 the tourist normally arrived in Branson by train; and if Branson was not their place of lodging, they traveled by boat livery to their destination. Lake Taneycomo was thus not only the principle attraction for the area, but it was also the principal means of transportation for longer distances. Overland travel within the area was on foot. Consequently, the characteristics which identify properties of this type are functional and spatial. The functions were the lodging of tourists and the meeting of their other wishes and requirements. Buildings surveyed were mostly tourist cottages and lodge or office buildings although other functions could be included as well. The important spatial relationships were an orientation to the lake or to other properties which had such an orientation, and an overall spatial organization which involved short distances and ease of access.

In buildings in the Branson waterfront area, the picturesque tends to be expressed in simple but asymmetrical plans and in the use of "rustic" materials. In those tourist cottages which are more than just the simplest box forms, there is a bungaloid quality. In this area the rustic use of materials which appear "natural" leads to the use of round logs or log-like siding and native rock. Native rock is also a dominant surface material in structures and landscape objects. In these properties Craftsman Style details such as gentle roof slopes, wide eaves, exposed rafters and broad open or screened porches are also commonly present. These Bungalow/Craftsman elements are enhanced in districts by informal spatial relationships between buildings and structures and the use of native materials in landscape structures and objects.

III. Significance

The lake centered resort properties are significant under criteria A

and C in the areas of COMMERCE, ARCHITECTURE and SOCIAL HISTORY. These commercial resort properties are significant in the area of COMMERCE by representing Lake Taneycomo tourism during its first railroad and lake transportation phase. The properties reflect this by their accessibility to the lake and their visual orientation to it. In these districts the proximity and orientation of the properties also indicate the pedestrian nature of the early tourist resort communities. This was the case at a time when tourism was becoming important for middle class as well as wealthy Americans, and also the dominant industry in the Lake Taneycomo area. The properties are significant in the area of ARCHITECTURE as excellent expressions of the Bungalow/Craftsman aesthetic. The form of the buildings and structures involve informal planning, use of rustic materials such as log or log like siding and uncut native rock and Craftsman style details. These Bungalow/Craftsman elements are enhanced in districts by informal spatial relationships and use of native materials in landscape structures and objects. The properties are significant in the area of SOCIAL HISTORY because they represent a widely held concept of an ideal lifstyle. Because the resort properties were a place for the acting out of a simple style of living in close proximity to an "inspirational Nature," because their picturesque qualities are a visual statement, taking the form of actual space and the buildings within it, and because they express moral, ethical and aesthetic ideals, the lake-centered resort properties are, therefore, representative of a broad and important pattern of social history.

IV. Registration Requirements

Given the importance of transportation and local attractions to the tourist industry, to meet the registration requirements under criterion A, COMMERCE, individual properties must have integrity of location and setting. The original tourist function and lake orientation should be clear and pedestrian access should be retained.

Registration under criterion C requires sufficient integrity to identify style and to convey the original character of design and workmanship in the areas of design, materials, workmanship and setting. For those properties associated with the Craftsman Movement, enough original surface material and exterior detail should be present to indicate the building's or structure's character during the period of significance.

For registration under criterion A, SOCIAL HISTORY, enough integrity of design, feeling and association must be present to evoke the picturesque aesthetic and an idea of the original tourist function of the property to indicate the moral implications of the associated life style.

Given the nature of the tourist related businesses as described above,

it is to be expected that these properties will have been subject to a process of modification. Particular attention, however, should be paid to those modifications which alter exterior surface character; and such exterior modifications as have been made should be consistent with the picturesque character of the artifact. Those modifications which greatly effect the artifact's scale, function, or basic outline would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

Sub-type: Automobile Tourist Properties

II. Description

Similar to the lake centered tourist properties, the characteristics which define properties as "automobile tourist properties" are functional and spatial. The new factor, which becomes obvious by the mid-twenties, is the automobile as the principal mode by which the tourists arrive at their destination on the Branson lakefront and in the Lake Taneycomo area in general. The result of a process of continuously building improving and paving highways which took place all during the decade of the 1920's in the area and, in fact all over Missouri. The functions earlier identified include lodge buildings, resort cottages, and other properties which meet the requirements and wishes of the tourist. However, now we may add a group of properties necessitated by the growing predominance of the automobile: gas stations, garages and highway structures, for instance. In terms of spatial relationships, the lake remained a focus, albeit a secondary one, as automobiles gained importance. Consequently, while there remains a clear relationship to the lake, the distances from the lake for the automobile properties may be greater; and, in addition, the property must have a highway feature (such as a bridge) or have access to the highway. Often the automobile highway property will take advantage of a feature of the highway to gain prominence e.g. a location near a bridge where the motorist will be moving more slowly. The automobile must be accommodated within the property or adjacent to it as well. Consequently, the distances between features will often be greater to accommodate parking. Often the automobile will be the basis for a visual focus as is the case of the typical motor court where the cottages are grouped around the parking lot rather than facing the lake, and the lodge or resort office is located adjacent to the entrance. Functional accommodation of the automobile and relationship to

the lake, or to properties which are related to the lake are, therefore, requirements of tourist properties if they are to be significant under criterion A as automobile tourist properties.

While, as discussed above in section E "Historic Contexts," many of the cottage buildings were simpler than those of the preceding period, the form of the properties still involved informal planning, the use of rustic materials such as log or log like siding and uncut native rock and craftsman style details such as gentle roof slopes, wide eaves, exposed rafters and broad open or screened porches. Native rock is also the dominant surface material in structures and in other landscape objects.

III. Significance

The automobile tourist properties are significant under criteria A and C in the areas of COMMERCE, ARCHITECTURE and SOCIAL HISTORY. These commercial resort and related resources are significant in the area of COMMERCE by representing Lake Taneycomo Tourism, the then most important area industry, during its automobile transportation phase. This is indicated by their location with access to the lake and highway and by their orientation to and accommodation of the automobile. During this second phase, tourist visitation and the economy of the Taneycomo area and Branson underwent great expansion. In districts, the spatial organization and orientation of the properties to accommodate and sometimes to focus upon the automobile indicate the changing nature of tourism and the new mobility within the tourist community and area. These properties are significant in the area of ARCHITECTURE as excellent expressions of the Bungalow/craftsman aesthetic. This aesthetic is enhanced in districts by informal spatial relationships between buildings and structures and the use of native materials in landscape structures and objects.

Because of the greater mobility provided by the automobile and improved roads, the Taneycomo resort communities were becoming a more integral part of the overall tourist area as picturesque features became more widely known. Therefore, touring itself came to be an expression of the search for moral and ethical ideals as well as more aesthetic ones. The tourist became a kind of pilgrim. Consequently, the Lake Taneycomo automobile tourist properties are significant in the area of SOCIAL HISTORY because they represent a widely held concept of an ideal form of behavior.

IV. Registration Requirements

Given the importance of transportation and local attractions to the tourist industry, to meet the registration requirements under criterion A, COMMERCE, individual resurces must have integrity of location and setting.

The tourist function of these properties should remain clear; they should exhibit a relationship to Lake Taneycomo or a relationship to properties which are oriented to the lake. They should themselves be highway features or have access to the highway. They should also be configured to accommodate the automobile.

Registration under criterion C requires sufficient integrity to identify style and to convey the original character of design and workmanship in the areas of design, materials workmanship and setting. For those resources associated with the Craftsman Movement, enough original surface material and exterior detail should be present to indicate the property's character during the period of significance.

For registration under criterion A, SOCIAL HISTORY, enough integrity of design, feeling and association must be present to evoke the picturesque aesthetic and to allow the original function to be understood in order to indicate the moral implications of the associated life style.

Given the nature of the tourist related businesses as described above, it is expected that these structures will have been subject to a process of modification. Particular attention, however, should be paid to those modifications which alter exterior surface character. Such exterior modifications as exist should be consistent with the picturesque character of the artifact. Furthermore, those modifications which greatly effect the scale, function, or basic outline of the artifact would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

Sub-type: W.P.A. Depression Years Facilities

II. Description

Tourism continued all during the period of the Great Depression. It was during this period that some additional recreational activities were added to those in which the tourist was already engaged. Private owners provided some of the facilities for these new activities. The government sought to encourage tourism by the construction of public facilities to promote these activities and to provide employment in their construction by means of W.P.A. projects.

The two principal new activities for the Branson waterfront were the traditional sport of baseball and the new sport of speedboat racing. Tourists could be involved in both as either participants or as spectators. By and large, the private facilities provided were for the maintenance and storage of speedboats. Those which remain no longer possess adequate integrity. On the other hand, the public facilities built as W.P.A. projects and intended primarily for the spectators of these sports are still extant and retain their integrity. The materials and techniques of the construction of these facilities involved concrete and irregular slabs of local stone used in a rustic manner. These materials and techniques are shared with those of other New Deal public projects in the Ozarks built during the Great Depression. This similarity is apparent for someone touring the region and is confirmed in "An Overview of Seven Ozarks Counties," for the Preservation Program (Morrow and Flanders). These Depression years facilities potentially are significant under criterion A.

III. Significance

The W.P.A. Depression years facilities are significant under criteria A and C in the areas of RECREATION, SOCIAL HISTORY and ARCHITECTURE. By their function of providing for participation in sports, either as players or as spectators, as well as by the accommodation of public gatherings, these facilities indicate their importance for recreation during the period of the Depression in Branson and the Taneycomo area. They are, therefore, significant in the area of RECREATION. This significance is enhanced by location in an area of traditional and continuing public use such as a municipal park. These facilities were built as W.P.A. projects of local materials and with building techniques which associate them with the New Deal programs of the Great Depression and, therefore, with an important theme in SOCIAL HISTORY. Finally, by being good examples of the use of rustic native stone by means of the slab rock technique and by being consistent with the picturesque aesthetic of the area, these structures are significant as ARCHITECTURE.

IV. Registration requirements

Registration under criterion A, RECREATION, requires that these structures and sites retain their integrity of location setting and design. It is important that they retain public access and and that their original recreational function remain clear.

Registration under criterion A, SOCIAL HISTORY, requires that these structures retain sufficient integrity of setting, design, materials and workmanship so that their nature as W.P.A. construction remains clear.

Registration under Criterion C, ARCHITECTURE, requires that sufficient integrity of design, materials, workmanship, feeling and association remains such that the slab rock technique, and the rustic character of the structures remain apparent.

Here again these structures will have been subject to a process of modification. Particular attention should be paid to those modifications which alter the exterior surface character of the structure, or which obscure the nature of original building technique. Such exterior modifications as exist must be consistent with the functional nature of the artifact. Furthermore, those modifications which greatly effect their scale, or basic outline would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

The geographical area under consideration lies within the corporate limits of the city of Branson, Taney County, Missouri. It is bordered on the east by Lake Taneycomo and on the north by Roark Creek. The original route of Highway 3, now Highway 65, from the Roark Creek Bridge through Branson to the Main Street Bridge provided the area's roughly defined western and southern boundaries. The original location of Highway 3 can be identified as follows: The piers of the 1913 Roark Creek Bridge, to the west of the present highway bridge, are still visible during low water levels. From there, Highway 3 followed the present course of Commercial Street south to its intersection with Main Street. At the intersection, it turned due east and followed Main Street to Lake Taneycomo, traversed by the Main Street Bridge. Although well-defined on the east and north, the western and southern boundaries are more vague as resort development occurred in an adjacent strip on both sides of Highway 3. It can be said with certainty, however, that Highway 3 was the geographic corridor which defined early tourist development on the west and south.

The multiple property listing of historic and architectural resources of the Branson lakefront area is based upon a cultural resources survey of Taney County's Lake Taneycomo area completed in two parts, Phase I (1990) and Phase II (1991). The surveying of the Branson lakefront area was a part of Phase II. Survey was accomplished by an initial tour of each road within the specified area; on-site evaluation; interviews with local informants; and research in state and local repositories, which included the State Historical Society of Missouri, the Missouri Historical Society, the Missouri Historic Preservation Program, the Ozarkiana Room at College of the Ozarks, Evans Abstract Office, Forsyth; and private collections such as Kalen and Morrow, Jefferson City, Mo., and Wiley, Crane, Mo. An additional product of the process of survey, research and analysis was the writing of extensive essays dealing with the historical, architectural and landscape context of Lake Taneycomo. Those essays provided an important basis for this Branson area nomination process and should provide such a basis for further lake Taneycomo Tourist development nominations.

In the survey process each significant property was located and marked on USGS topographical maps, described on inventory forms, and photographed. Evaluation of extant properties, coupled with historical research, delineated the prevailing historic context of tourism, an industry so intertwined with the cultural, economic, and social development of the Lake Taneycomo area as to be inextricable. This context was further defined by the changing patterns of tourism. Some visibly corresponding landscape changes were evident, while other aspects of the cultural landscape (i.e., the picturesque aesthetic) remained constant. Significant property types, therefore, fell into two categories: those which embodied changing patterns of tourism, and those which illustrated enduring themes. Significant property types, then, were a product of function (tourism-related) and historical period.

The integrity of historically significant properties was assessed by comparison with other existing properties within the Lake Taneycomo area and by evaluating their significance within larger geographical areas and themes, such as tourist log cabins in southwest Missouri. While alterations have been made to some structures, unplanned modifications made as necessity demands is an aspect inherent to the growth of resort-related structures within this area. Significant properties were those where modifications enhanced, rather than obscured, the original purpose of accommodating tourists.

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