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These are three booklets and three pamphlets published by the Ozark Playgrounds Association promoting “Playgrounds of the Ozarks,” in an area encompassing parts of Missouri, Arkansas, and Oklahoma. Included in the booklets are geographical listings, while two of the pamphlets contain highway maps and listings of member hotels, motels, resorts, restaurants, and tourist attractions, while another contains more general information.

The Ozark Playgrounds Association was organized in 1919 to promote tourism in an area including southwestern Missouri, northwestern Arkansas, and northeastern Oklahoma. Headquartered in Joplin, Missouri, the Association distributed these items throughout the region as aids to motorists in search of lodgings and activities.

A 48-page illustrated booklet bears a copyright date of 1929. Pages are devoted to towns, counties, and places, with an index on the final page. Included are Joplin, Neosho, Carthage, Branson, Rockaway Beach, Forsyth, Hollister, Crane, Galena, the Cliff House Club, Ozark Beach, Reding’s Mill, Sagmount, Seneca, Webb City, Monett, Peirce (now Pierce) City, Granby, Aurora, McDonald County, Sarcoxie, Mount Vernon, Republic, Siloam Springs, Cassville, Fairy Cave, and Mozarko Beach in Missouri. Listed for Arkansas are Fort Smith, Eureka Springs, Bentonville, Fayetteville, Siloam Springs, Gravette, Gentry, Sulphur Springs, Ozark Colony, and Harrison. At the beginning of the booklet is a poem, “The Ozarks – ‘The Land of a Million Smiles’,” by Will Ferrell.

The first pamphlet is undated, but the Goushà highway map is coded “W,” which indicates a preparation year of 1949. Also, the text states that the OPA had been active “more than thirty years.” The pamphlet unfolds to 22 inches by 14¼ inches, with a highway map on one side and detailed tourist information on the other. The President of the OPA was Frank Volker of Fort Smith, Arkansas. Association Directors from Missouri were Dan Stanley of Joplin, Ralph S. Coughenour of Rockaway Beach, R. L. Brown of Aurora, Bill Hailey of Cassville, and O. M. Bishop of Neosho.

The second booklet contains 32 pages, plus a map insert, and was copyrighted in 1954. It is organized into ten geographical areas, with thumbnail descriptions of cities and towns and lists of member motels, resorts, restaurants, attractions, garages, and other tourist-related businesses.

The second pamphlet is undated, but anticipates Bull Shores Lake being “completely filled,” which suggests publication in the early 1950s. It contains information of a general nature and mentions an available map, but does not include one.

The third pamphlet bears a copyright date of 1955. At 34 inches by 22 inches it is considerably larger than the 1949 edition. It also includes an area highway map, and lists towns and member businesses in the ten “major recreation areas.” A list of officers of the Association was not included in this edition.

The 60-page third booklet is undated, but one of the advertisements indicates publication in 1958. It is in a larger, magazine format, but is essentially an updated version of the earlier items.
Index Cards

Anderson (Mo.)
Aurora (Mo.)
Barry County (Mo.)
Bentonville (Ark.)
Bishop, O. M.
Branson (Mo.)
Brown, R. L.
Carthage (Mo.)
Cassville (Mo.)
Commercial associations.
Coughenour, Ralph S.
Crane (Mo.)
Eureka Springs (Ark.)
Fairy Cave (Stone County, Mo.)
Fayetteville (Ark.)
Forsyth (Mo.)
Fort Smith (Ark.)
Galena (Mo.)
Gentry (Ark.)
Granby (Mo.)
Gravette (Ark.)
Greene County (Mo.)
Hailey, Bill.
Harrison (Ark.)
Hollister (Mo.)
Howell County (Mo.)
Jasper County (Mo.)
Joplin (Mo.)
Lanagan (Mo.)
Lawrence County (Mo.)
McDonald County (Mo.)
Monett (Mo.)
Mount Vernon (Mo.)
Neosho (Mo.)
Newton County (Mo.)
Noel (Mo.)
Nichols, Dwight.
Ozark Beach (Mo.)
Ozark Colony (Ark.)
Ozark Playgrounds Association.
Parker, E. T.
Perrine, G. A.
Pierce City (Mo.)
Reding’s Mill (Newton County, Mo.)
Republic (Mo.)
Rockaway Beach (Mo.)
Sagmount (Mo.)
Sarcoxie (Mo.)
Seneca (Mo.)
Siloam Springs (Ark.)
Siloam Springs (Mo.)
Smith, Horton
Southwest City (Mo.)
Stanley, Dan.
Stone County (Mo.)
Sulphur Springs (Ark.)
Table Rock Lake (Mo. and Ark.)
Taney County (Mo.)
Tourism—Arkansas.
Tourism—Missouri.
Tourism—Oklahoma.
Tourism—Ozarks.
Tourist camps, hostels, etc.
Tourist trade.
Turney, Claude
Volker, Frank.
Webb City (Mo.)
White, W. M.