

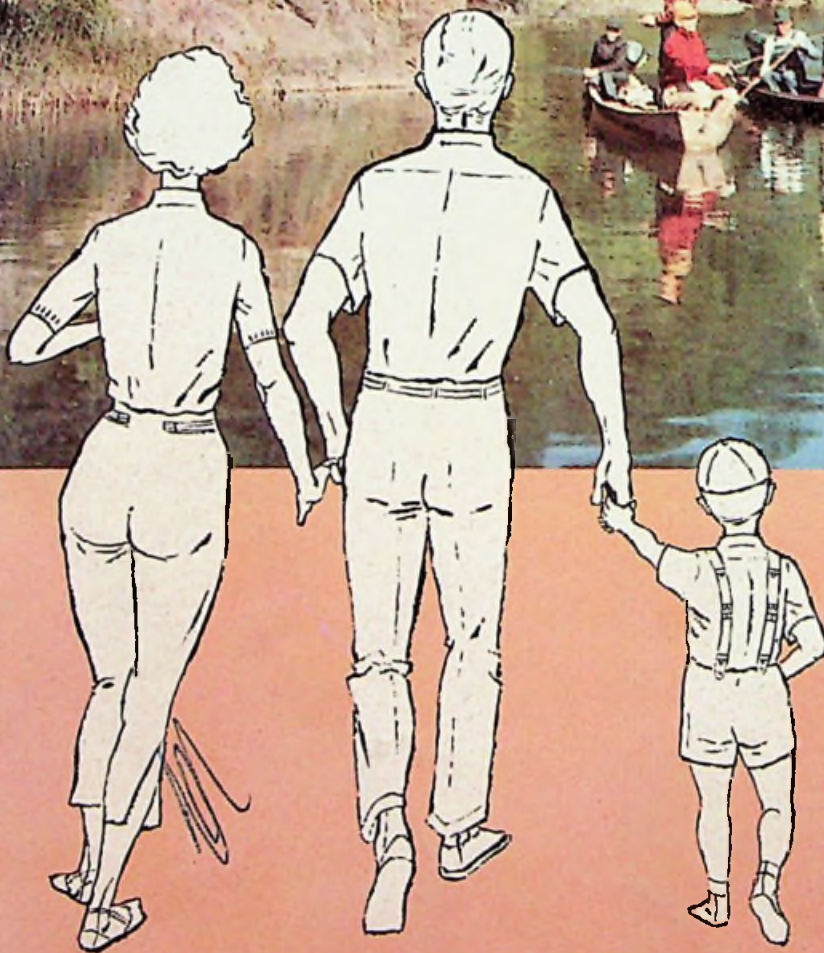
# THIS IS MISSOURI

THE SPORT MART

11008 WINNER RD.

INDEP., MO. IN 1-9957

4535 3/8



*Mid-America's Favorite*  
**FAMILY  
VACATIONLAND**

# MISSOURI-



EXECUTIVE OFFICE  
STATE OF MISSOURI  
JEFFERSON CITY

JAMES T. BLAIR, JR.  
GOVERNOR

### Greetings from Missouri!

On behalf of all citizens of Missouri I extend to you a most cordial invitation to visit our state. As you read this booklet you will realize that Missouri is truly mid-America's favorite family vacationland.

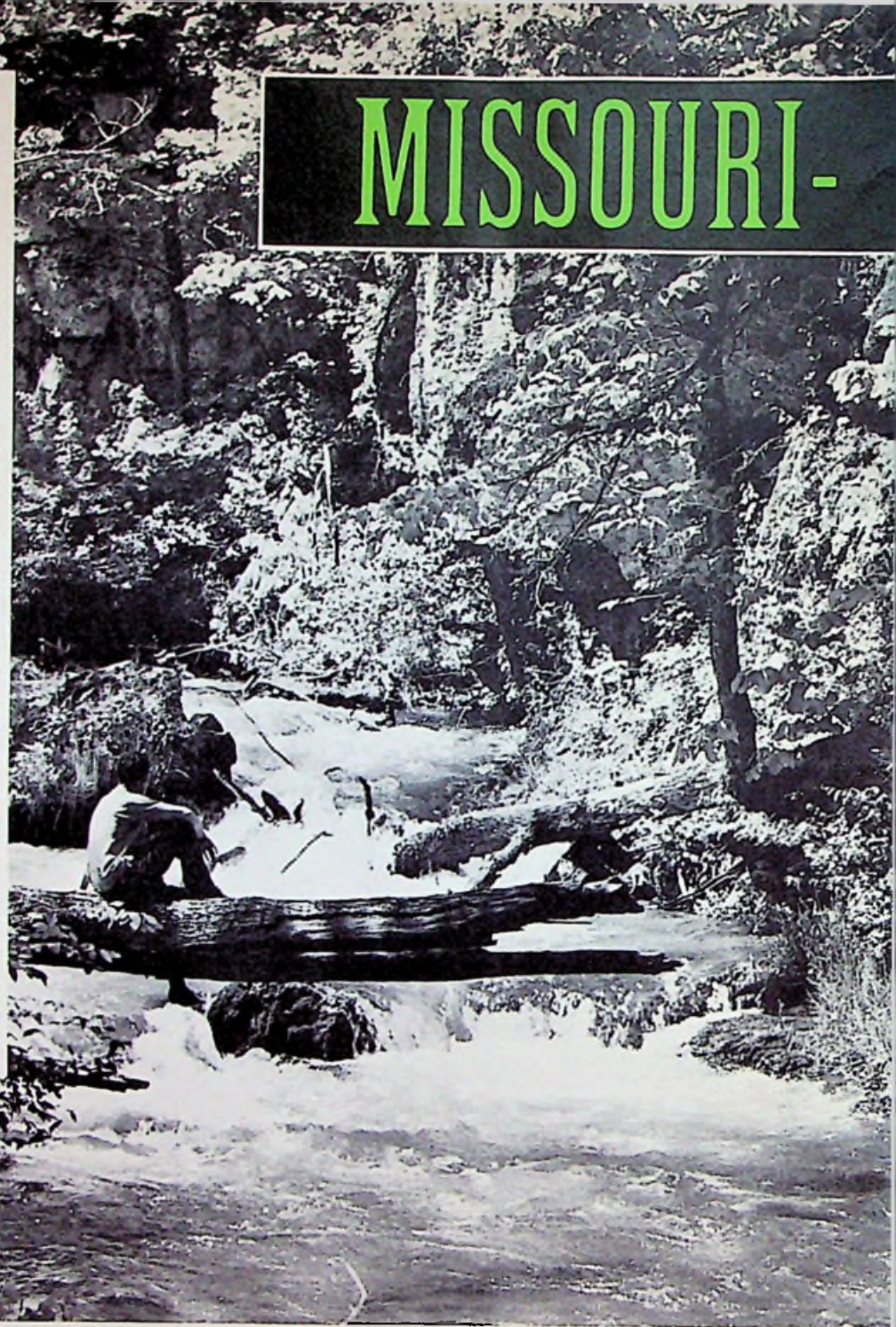
For easy reference, the various regions of our state are described in fifteen separate sections within this booklet. A convenient map, listing principal highways and points of interest, along with photographs of the many activities and scenic spots, will help guide the vacationer.

We are proud of our heritage and of our state, and manifest that pride in our cordiality and hospitality. We welcome you to Missouri and ask you to share with us the beauty of our natural wonders, our mammoth springs, the sport of fishing in our cool, running streams and lakes, and hope that you will visit our thriving cities, industries and centers of learning.

We hope that your visit to our state will be a most pleasant and memorable one.

Sincerely

*J. Blair*  
Governor of Missouri



## MISSOURI DIVISION OF RESOURCES AND DEVELOPMENT

The Missouri Division of Resources and Development was created by law in 1943 for the general purpose of advancing the economic welfare of the people, the state's natural resources, industrial opportunities, recreation, water resources, aviation, and other matters intended to foster and develop gainful employment and the pursuit of happiness of all. . . . Contact may be made directly to the following sections for specific information or assistance:

**INDUSTRY**—for aid to communities in preparing themselves for new industry, and assistance to prospective industry in their search for plant locations. **AVIATION**—for technical and promotional assistance in development of civil aviation facilities and service. **RECREATION**—for assistance to existing regional and resort associations, in publicity and advertising, developing regional associations, working with chambers of commerce, civic clubs, motels, hotels, and resorts in travel matters, exhibiting Missouri's tourist and recreational display booths at outstate sports and travel shows. **INFORMATION**—for preparing news releases and current state promotional literature. Servicing individual requests for information on travel and vacationing in Missouri. **WATER**—for technical assistance to communities and study of water resources. **MUSEUM**—for a display of Missouri's history and resources.

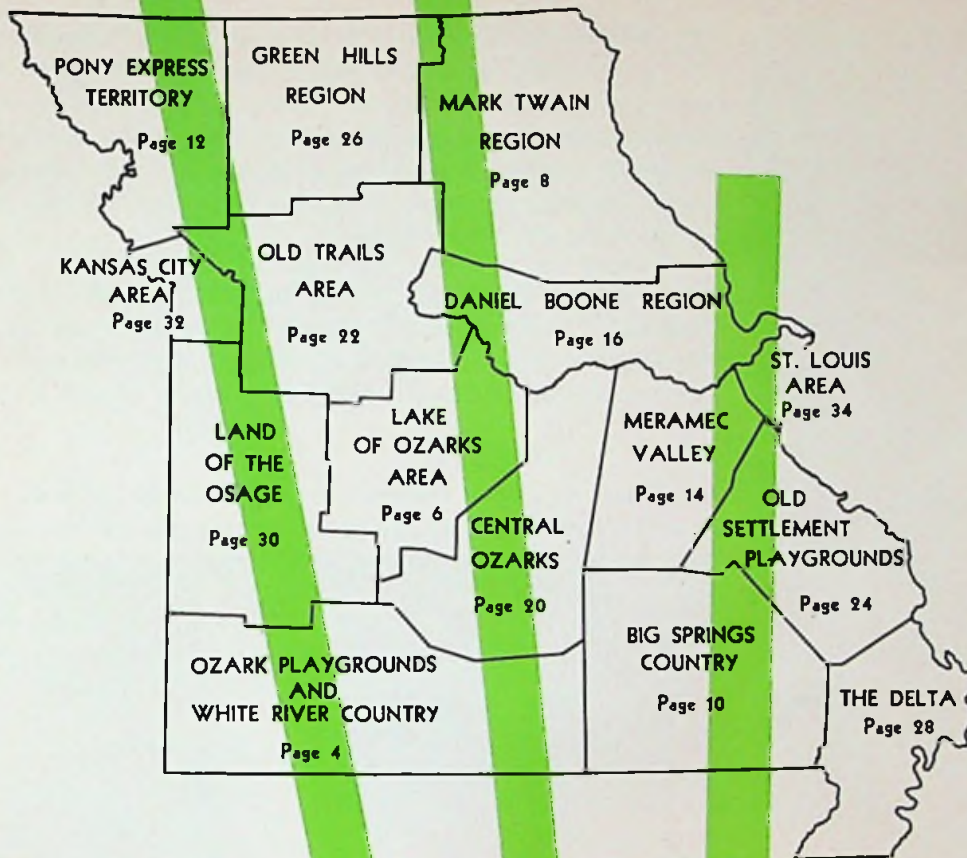
JAMES T. BLAIR, JR., Governor

### Commission:

- |  |                                    |
|--|------------------------------------|
| GEO. D. CLAYTON, JR., Hannibal, Chairman         |                                    |
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JAMES D. IDOL, Director

# Fun For All The Family



## HOW TO USE THIS BOOKLET

A MORE DETAILED analysis of the highly diversified State of Missouri can be made by dividing the state into fifteen regional areas. The above outline map directs attention to the names (and locating page numbers) of these areas which will be described in the following pages. Accompanying maps of the principal highways and points of interest should be referred to when in these areas.

The pleasure traveler in Missouri will be amazed and delighted by the ever-changing panorama of natural beauty unfolding throughout the countryside. Rugged Ozark mountains dip low into cool valleys framing ribbons of soft blue streams and lakes. Rich farm lands spread across the broad plains into thriving industrial cities. You may prefer fishing, boating, horseback riding, or just plain relaxing—it's all here. Others would rather visit historical shrines, art galleries, zoological gardens and outdoor theaters. Whatever your "druthers", you can find them all right here in Missouri—Land of Diversity.

## AREA ASSOCIATIONS

Clearwater Lake Assn., Piedmont, Mo.  
 Lake of the Ozarks Assn., Lake Ozark, Mo.  
 Ozark Playgrounds Assn., Joplin, Mo.

Lake Wappapello Dam and Mingo Area Assn., Wappapello, Mo.  
 Theodosia Area Assn., Isabella, Mo.

White River Lakes Assn., Branson, Mo.  
 Arcadia Valley Region, Chamber of  
 Commerce, Arcadia-Ironton, Mo.

# OZARK PLAYGROUNDS and

**F**OR FUN and relaxation in a charming, rustic setting, you will want to visit the Ozark Playgrounds and White River Country. Missouri is known as a state of variety—and this part of it offers vivid proof. For in this area alone, the visitor will find rugged mountain beauty, rolling plains country where agriculture predominates, bustling industrial cities, clear spring-fed streams, numerous lakes, caves and deep valleys.

Herein will be found the "Shepherd of The Hills" Country—made famous by author Harold Bell Wright, the well-developed resorts of Lake Taneycomo, historic battlegrounds and monuments, Roaring River State Park, Lake Norfolk, and the scenic regions around Noel in Missouri's southwest corner.

← VISITORS WILL ENJOY THE MANY BEAUTIFULLY FORMED CAVES OF THIS AREA.  
↓ DON'T MISS A THRILLING SPEEDBOAT RIDE ON ONE OF THE MANY LAKES.



↓ STATUES IMMORTALIZING HAROLD BELL WRIGHT'S FICTIONAL CHARACTERS ARE HERE.



# WHITE RIVER COUNTRY

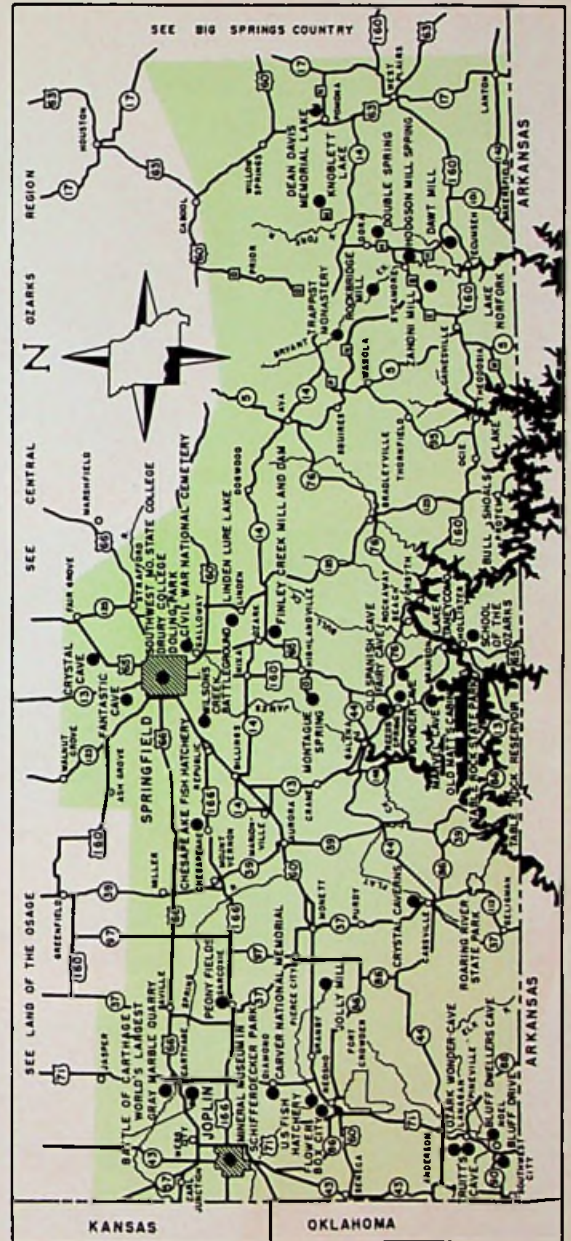
Beautiful White River, meandering its way through the area, has been impounded thrice, creating a chain of glistening lakes—Bull Shoals, Taneycomo and Table Rock. These lakes, featuring all types of water activities, have become a fisherman's paradise. Cold water gushing forth from the base of Table Rock dam will transform 23-mile-long Lake Taneycomo into Mid-America's most outstanding trout fishing region.

There is fun galore for the entire family at resorts where prices are reasonable and the food delicious. Museums, playgrounds, parks and scenic drives are to be found in modern, up-to-date cities in the area and a friendly hand of welcome will be extended.

↓ MANY SPECIES OF GAME FISH ARE CAUGHT IN CLEAR, SWIFT-FLOWING STREAMS.



↓ BEAUTIFUL CITY PARKS HAVE PICNIC, SWIMMING AND PLAYGROUND FACILITIES.



The Missouri Conservation Commission has been stocking Lake Taneycomo with trout for some time. A hatchery at Table Rock will supply thousands each year to make Lake Taneycomo a lasting paradise for fishermen.

# LAKE of OZARKS AREA



AIR VIEW OF BAGNELL DAM WHICH CREATES LAKE OF THE OZARKS.

**T**WISTING and curling like a huge dragon through miles of wooded coves is the Lake of the Ozarks, Missouri's largest lake and resort development. To just glance at the lake is to see forested isolation, but hidden behind those woody ridges running into the silver water and around the shore's many convolutions are some of the finest resort facilities in the country. With a shoreline of 1,375 miles, it is one of America's largest man-made lakes.



RESORTS HAVE DELIGHTFUL SWIMMING BEACHES—SAFE FOR ALL THE FAMILY.

There are many recreational facilities on and around the lake. Fishing is open all year around and there are bass, crappie, bluegill, catfish and walleye aplenty. While fishing is important and accounts for much of its popularity, all types of resort activity can be found. Motor boating, water skiing and swimming are excellent. Modern, comfortable resorts offer all facilities to families with children at reasonable rates. There is plenty of activity for all.



THE PALISADES OF THE LAKE OF THE OZARKS. INFRA-RED PHOTO.

Outstanding scenic beauty throughout the countryside beckons the traveler onwards to spacious state parks—such as at the lake and Bennett Spring. Numerous, safely operated caves, containing beautiful formations, dot the region, and the visitor will not want to miss the Warsaw resort section on the western reaches of the lake. The Lake of the Ozarks region has become the "Square Dancing Capital" of the nation . . . so, pack your gear and join us here. The "latch-string" is always out.

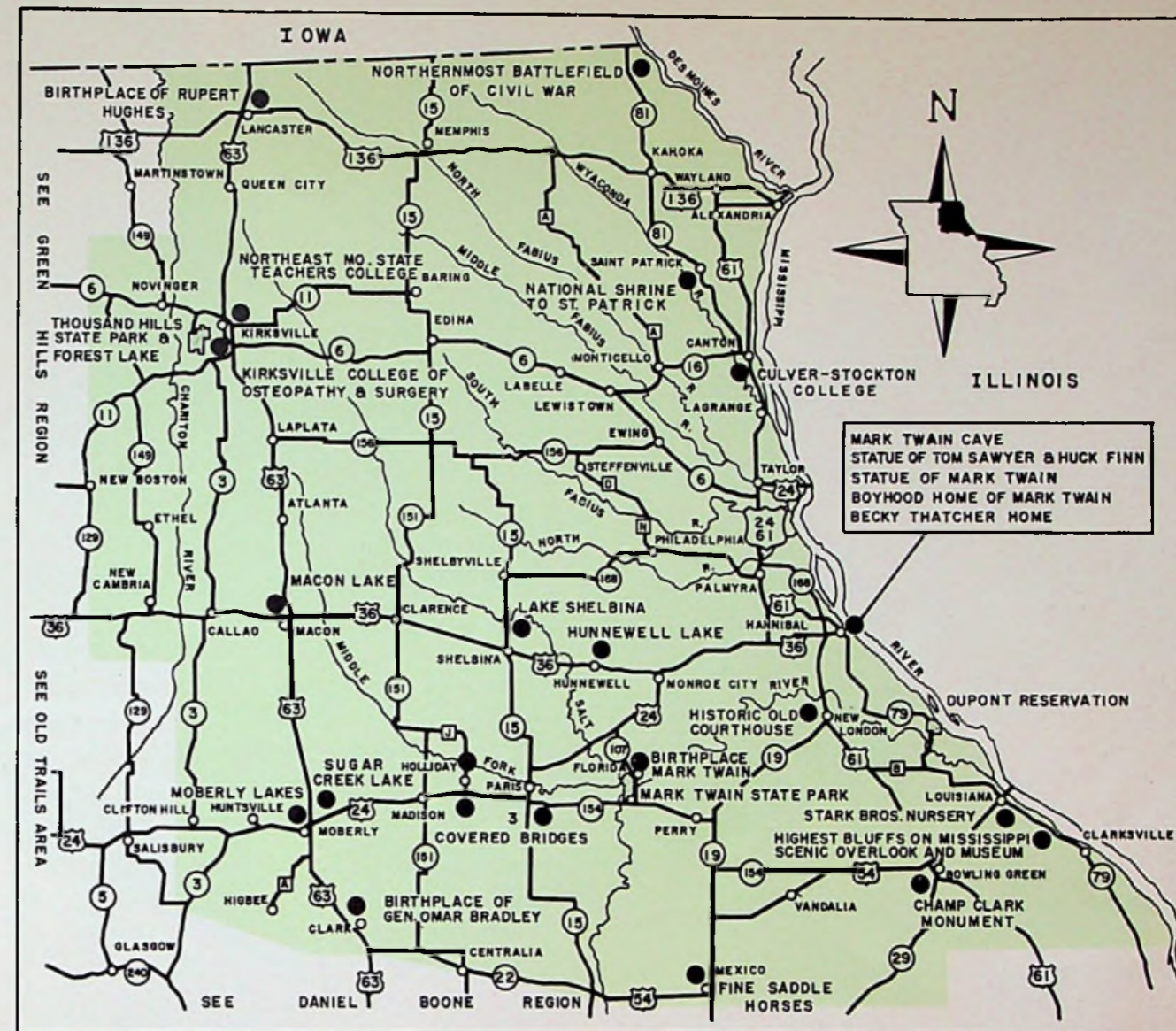


# MARK TWAIN REGION

FOR ANYONE who has ever read the Adventures of Tom Sawyer, a visit to the Mark Twain Region of Missouri is richly rewarding. The simple little home that was his birthplace has been moved to Mark Twain State Park where it is furnished with accouterments typical of the period. And a visit to Hannibal makes one think he has been set down in the little village of "St. Petersburg" in the 1840s. There is Mark Twain's boyhood home carefully preserved and now a museum of Twain memorabilia. Beside it is the garden where Tom Sawyer (Twain himself) pelted Sid (Twain's real life brother) with clods. There

is the Tom Sawyer white-washed fence, where an annual fence-painting contest is held for boys. Across the street is the home of Becky Thatcher, and Cardiff Hill looms over the town. A short distance down the Mississippi is Mark Twain cave with its labyrinthian passages—now lighted and open to visitors. Turtle Island, scene of Tom and Huck's pirate forays, lies in the Mississippi's broad waters.

This is a land of covered bridges, state parks, historic shrines, progressive cities, fine saddle horses and county fairs. The countryside is agricultural—with beautiful farm homes and golden grain.

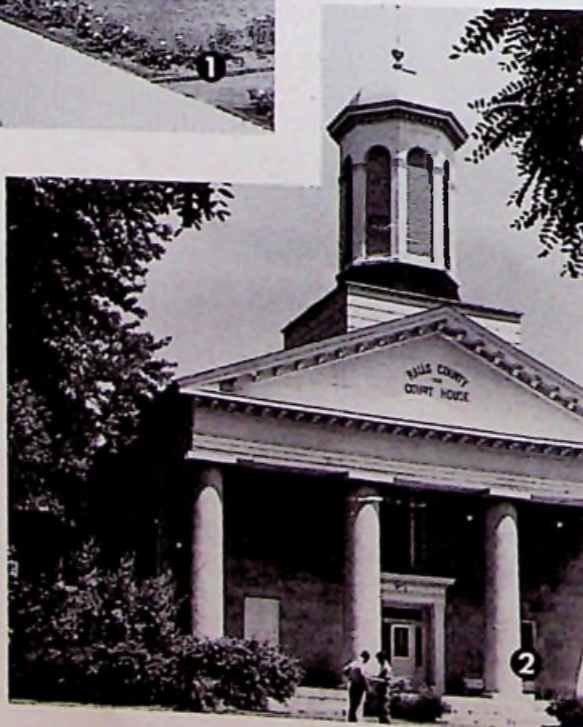


1.—THE MARK TWAIN HOME, MUSEUM, GARDEN AND FAMOUS WHITE-WASHED FENCE HAVE BEEN CAREFULLY PRESERVED IN HANNIBAL.

2.—HISTORIC RALLS COUNTY COURTHOUSE, AT NEW LONDON.

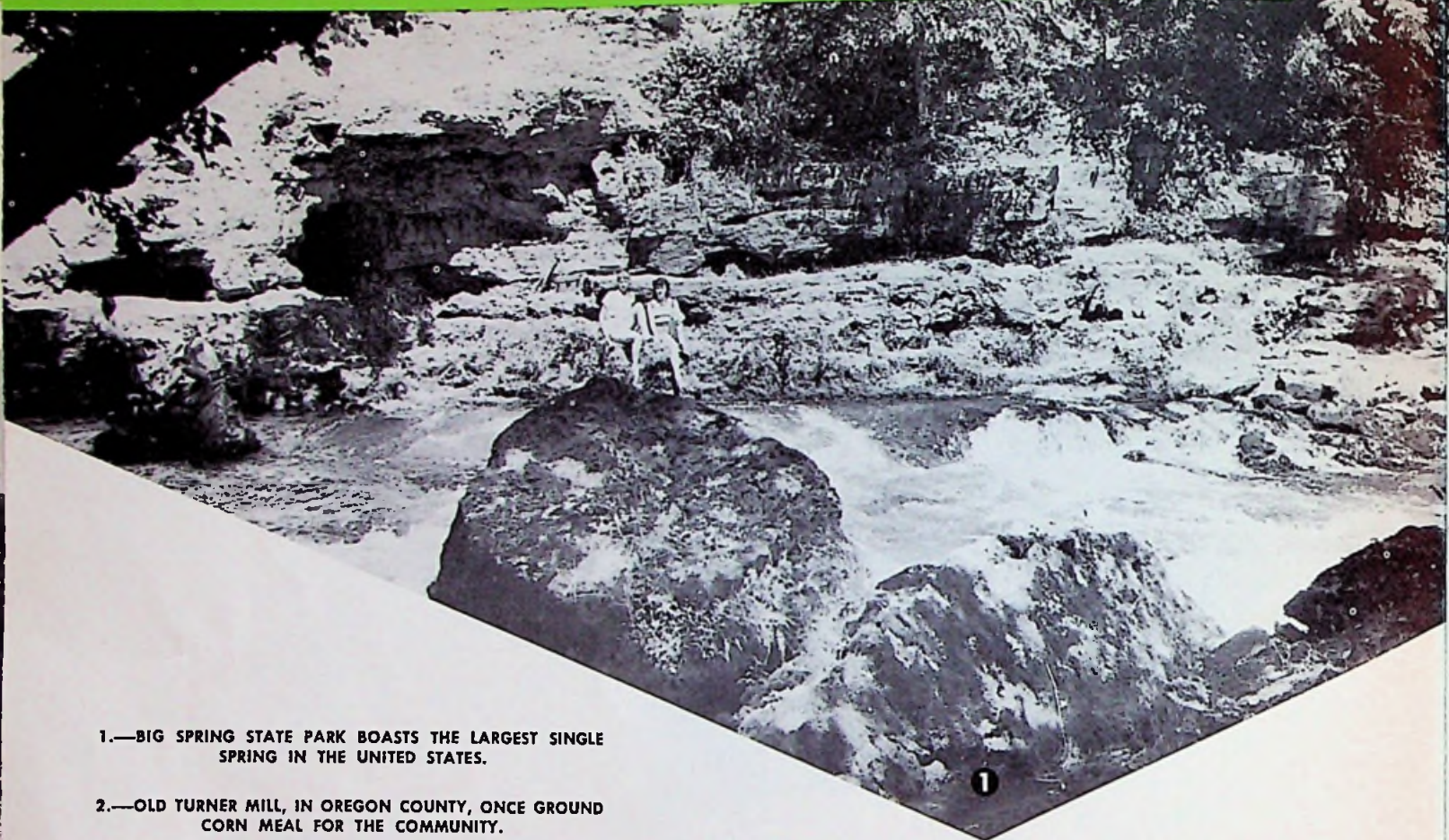
3.—ENJOYABLE COUNTY FAIRS ARE HELD OVER THE ENTIRE REGION, SUCH AS THIS ONE AT MEXICO.

4.—"TOM AND BECKY" WATCH OLD STERN-WHEELER ON MISSISSIPPI AT HANNIBAL.





# BIG SPRINGS COUNTRY



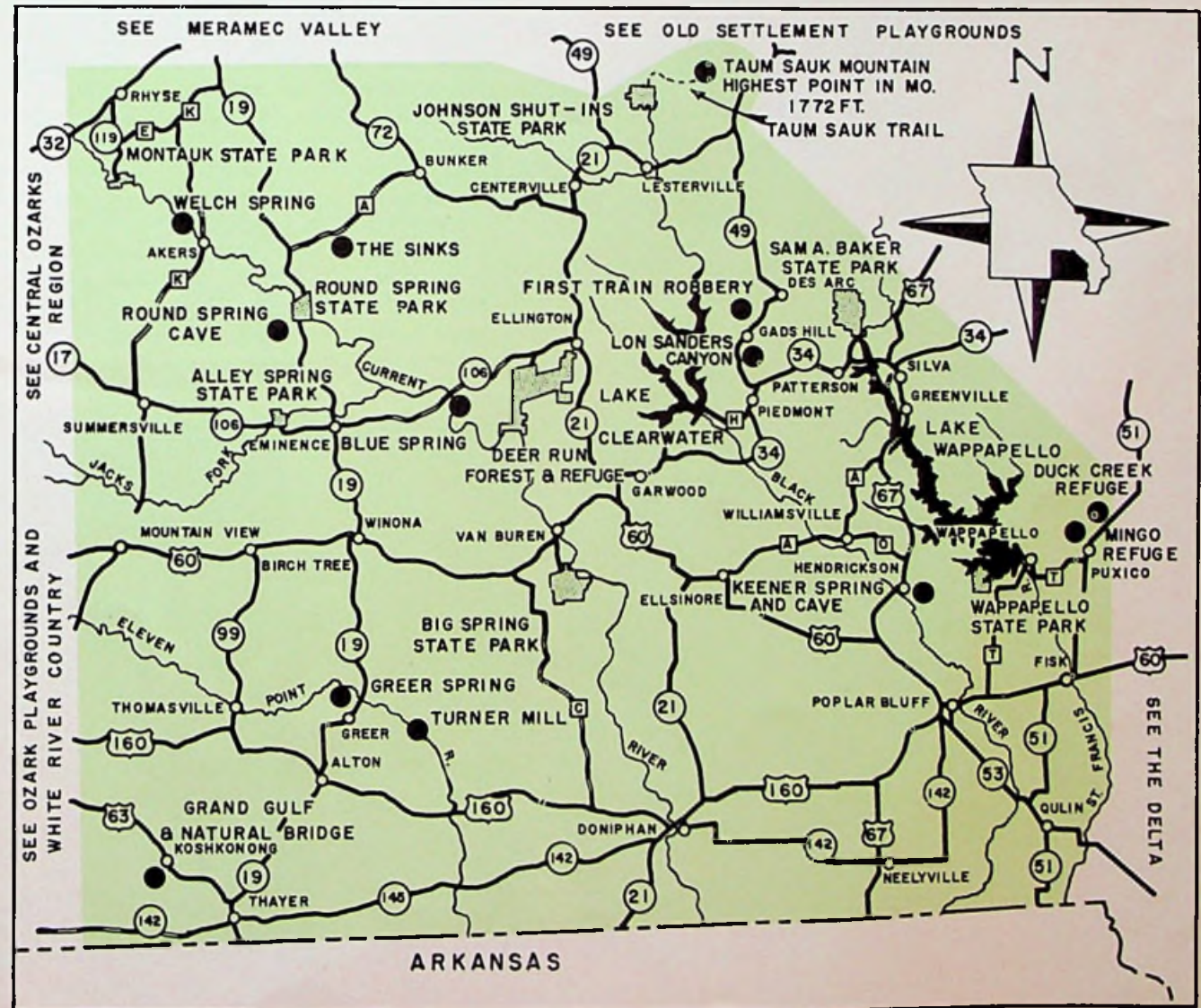
1.—BIG SPRING STATE PARK BOASTS THE LARGEST SINGLE SPRING IN THE UNITED STATES.

2.—OLD TURNER MILL, IN OREGON COUNTY, ONCE GRIND CORN MEAL FOR THE COMMUNITY.

THIS AREA of Missouri is unsurpassed in natural, scenic beauty. Within 5,000 square miles of rugged forest are to be found six springs of first magnitude. Big Spring, at Van Buren, is the largest single spring in the United States. It flows a maximum of 846 million gallons a day. Current River—among others—offers fishermen the utopian delights of a Missouri float. Lake Wappapello and Clearwater are outstanding tourist resorts and each offers all activities. Many scenic state parks are in this area in which you can enjoy comfortable accommodations or camp out if you like. On occasions, the Ozark visitor gets a taste of the past: A log cabin weathered gray, a rail fence zig-zagging up and down hill, or it may be a mill, once used for grinding flour or cornmeal. Around that next turn in the road you may come upon a herd of sprightly, white-tailed deer.



FLOAT FISHING ON A CLEAR, SPRING-FED STREAM OF SOUTH MISSOURI.



# PONY EXPRESS TERRITORY

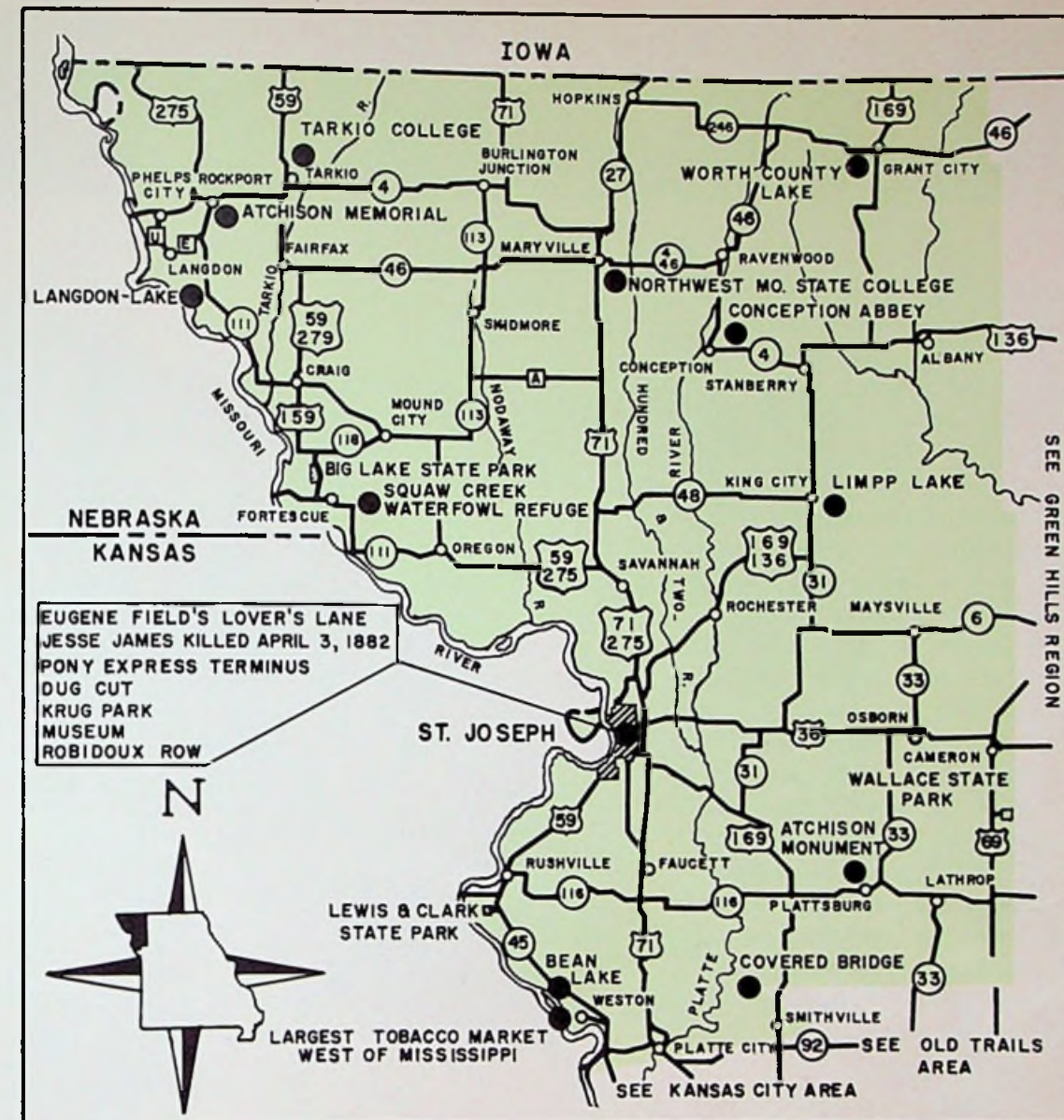
CENTER of this area is St. Joseph, formerly the jumping off place for the Wild West and now third largest city in Missouri. It was the terminus of the Pony Express and the express stables have been preserved. A city of beautiful parks and boulevards, St. Joseph is a thriving industrial metropolis and boasts the largest stockyards wholly within Missouri. The Jesse James home is in St. Joseph as well as "Lovers Lane, St. Jo," famed in Eugene Field's poem.

Agriculture is important here, and corn and hogs are major crops, but at Weston is the largest loose-leaf tobacco market west of the Mississippi. Fields of broad-leafed Burley thrive in the rich Loess soil in the areas around Platte City.

Scenically there are many lakes and parks in the area, as can be seen on the map. Sportsmen come from long distances to enjoy fox, quail and duck hunting. The Missouri and Platte rivers are the major waterways.

The Pony Express Territory has a fine balance of agricultural and industrial economy. This territory, which furnished so much for the settlement of the West, has gone forward from a historic past to a prosperous present.

Golf courses, some with grass and others with sand greens, are open to the public, as are tennis courts, parks and fishing areas. Many new lakes have been added for the enjoyment of visitors.



THE PONY EXPRESS



WILD DUCKS AT SQUAW CREEK REFUGE.



A FIELD OF RIPE BURLEY TOBACCO NEAR WESTON.



OLD COVERED BRIDGE CALLED "NOAH'S ARK" STILL STANDS.

# MERAMEC VALLEY

**MERAMEC VALLEY**—land of rivers, springs and caves. Located southwest of St. Louis, the country fades into the northern fringe of the Ozark highlands. Here winds the Meramec Valley and the beautiful Meramec River fed by Bourbeuse, Big, Huzzah, and Courtois rivers. The country is rural from the Missouri River on the north to the Meramec headwaters in the Ozarks. There are many giant caves, large springs and clear streams. Meramec means catfish, but there are many bass and jack salmon in the river. Water powered mills, once so important to the economy of the region, also can be found on swift streams—an occasional one still operating.

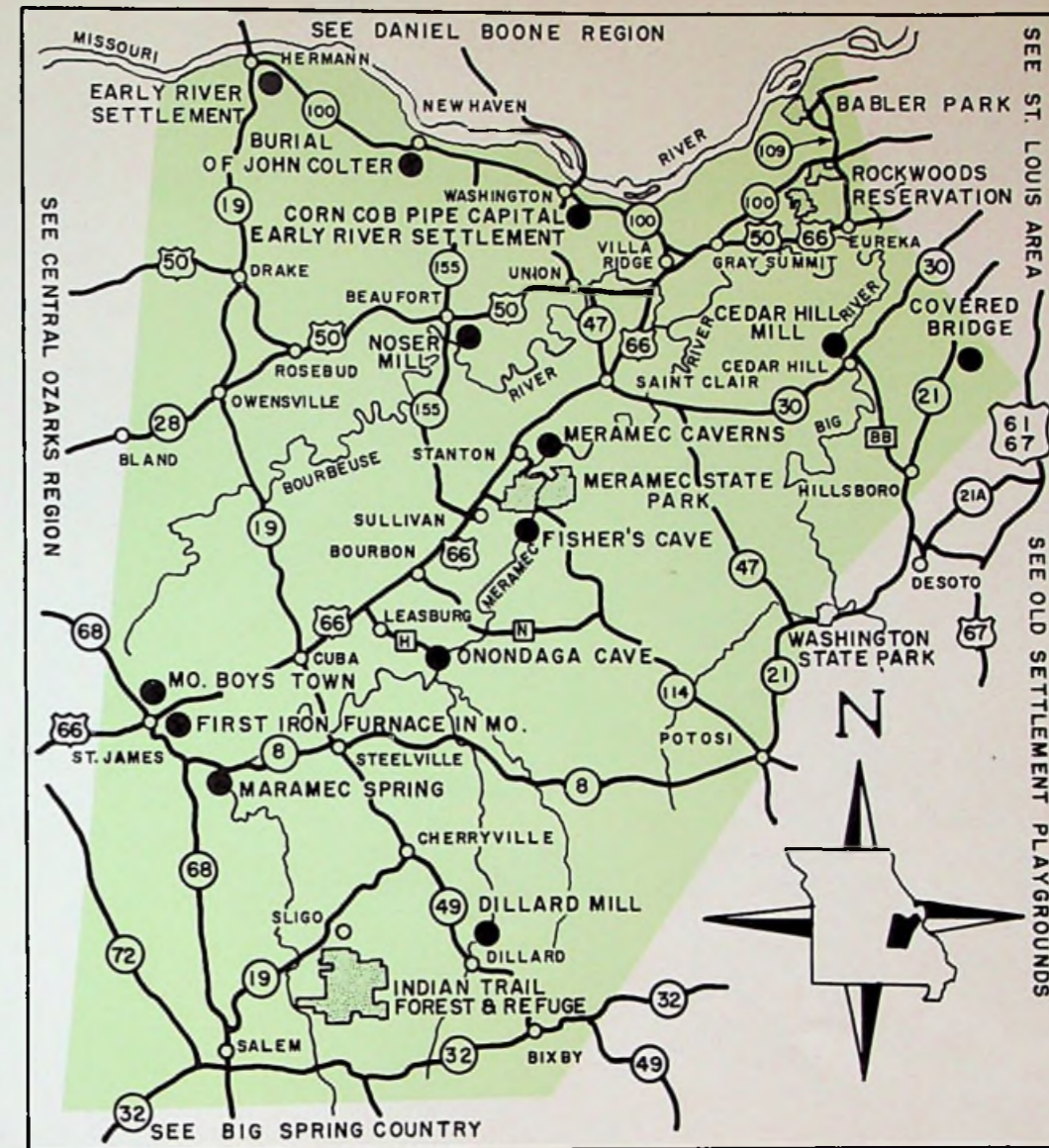
Scenically, the Henry Shaw Gardenway and the arboretum of the Missouri Botanical Gardens at Gray Summit are unsurpassed. Although the whole area is part of the Ozark uplift, the visitor will be surprised to see stretches of prairie and rolling land as well as rich alluvial bottomlands, steeply sloped hills and valleys, vast areas of forest. The natural resources of the land are many. The ubiquitous cedar crowns the bluff heads with its dark green foliage along with oak and hickory. Wild fruits are found by those who know their luscious quality and who are willing to tramp the woods and fields.

Maramec Spring Park, near St. James, features a beautiful spring, picnic grounds, a trout fishing area, all in the shadow of old pre-Civil War iron furnaces, once so plentiful in the area. Meramec State Park, near Sullivan, has modern cottages, dining lodges, trailer camps and camp grounds, bridle trails and fishing. This is only one of the many fine state parks in the area offering splendid resort facilities.



1.—MAGNIFICENT, AWE-INSPIRING CAVES, OPEN TO VISITORS THE YEAR AROUND, ARE SAFE AND WELL LIGHTED.

2.—MARAMEC SPRING PARK FEATURES A BEAUTIFUL SPRING, PICNIC GROUNDS, AND A TROUT FISHING AREA.



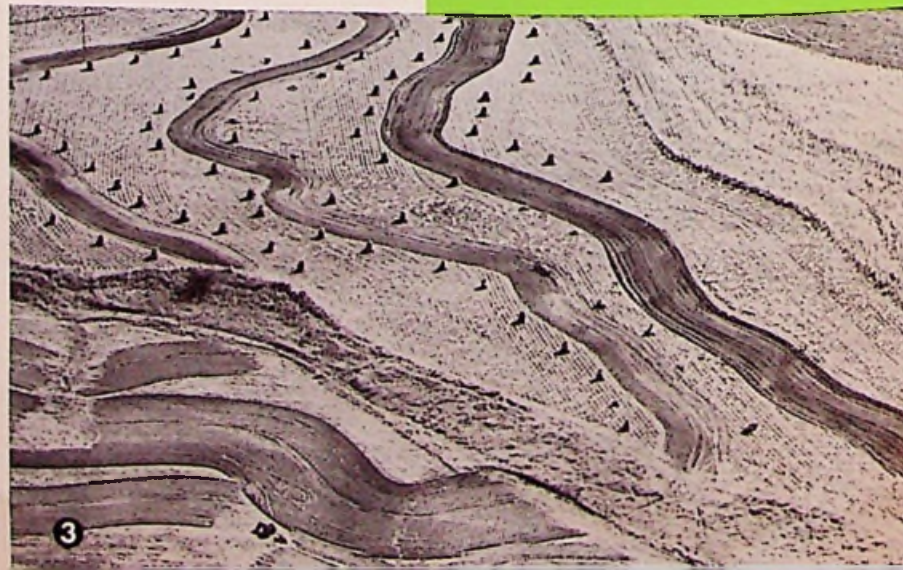
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# DANIEL BOONE REGION

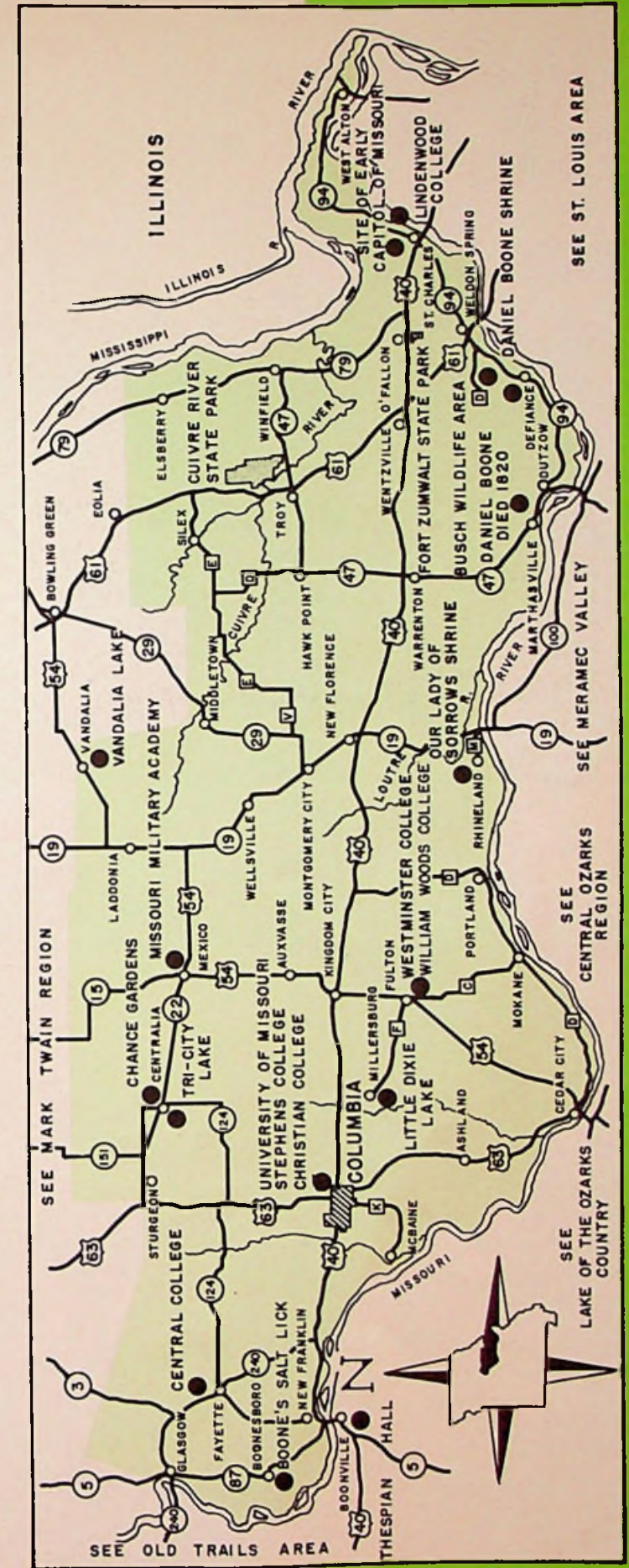
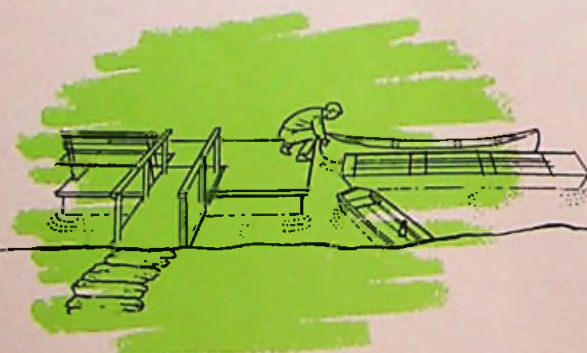
**I**N THIS REGION Daniel Boone spent the last twenty years of his life. Here he blazed the Boone's Lick Trail from his salt spring in Howard County to St. Charles. It led into the Santa Fe Trail and is now followed by Highway 40. Near Defiance will be found the Daniel Boone Shrine—recently opened to the public—and near Marthasville is his original grave. In St. Charles is Missouri's first capitol (from 1821 to 1826), and in Boonville is Thespian Hall (now Lyric Theater), the first theater west of the Mississippi and still used as a showhouse. Just to the east of Boonville's business section a marker can be found commemorating the site of the first battle of the Civil War west of the Mississippi.

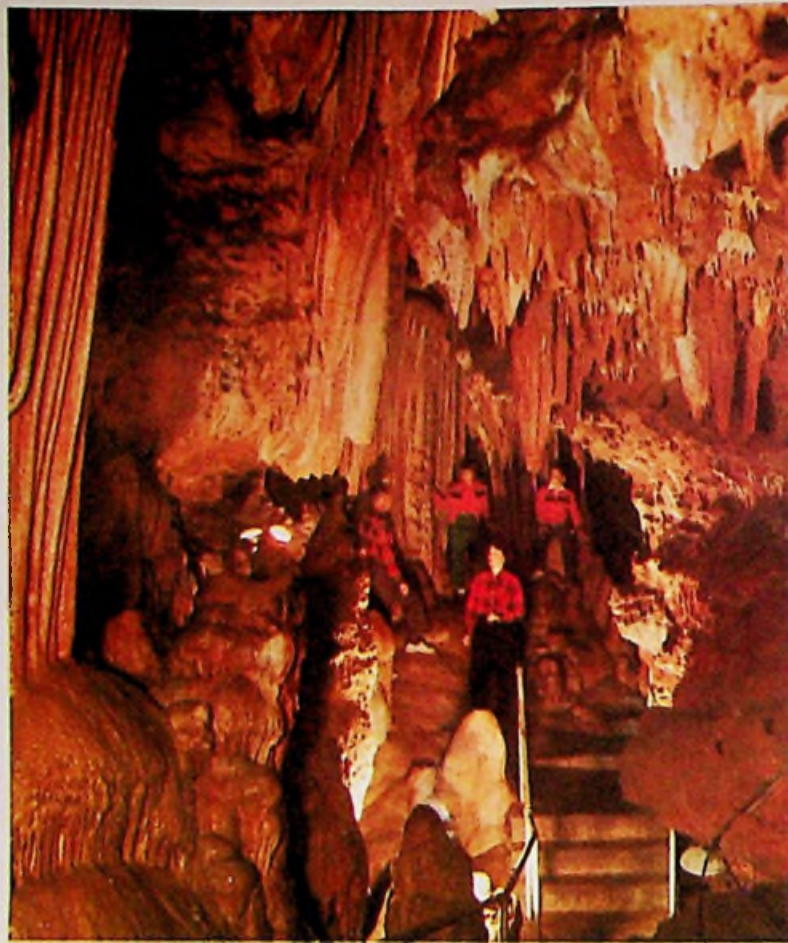
For recreation there is Cuivre River State Park, near Troy, with its woods, streams, nature trails, picnic and camp grounds and fishing. Audrain County has an annual fair famous for its saddle horse show, and Little Dixie is famed for its country-cured hams. The beautiful Chance Gardens are at Centralia, and at Columbia are Stephens and Christian Colleges and the University of Missouri.

The friendly and industrious residents of this area, rich in history, beauty, natural resources, agriculture and recreational facilities, invite you to include the fascinating Daniel Boone Region in your vacation itinerary.



- 1.—DANIEL BOONE SHRINE, NEAR DEFIANCE, IS OPEN.
- 2.—THE MISSOURI RIVER FLOWS THROUGH THIS AREA.
- 3.—RICH FIELDS ARE TERRACED FOR EXCELLENT CROPS.
- 4.—UNIVERSITY OF MISSOURI'S HALLOWED COLUMNS.
- 5.—CUIVRE RIVER STATE PARK OFFERS FINE RECREATION.
- 6.—THESPIAN HALL IN BOONVILLE IS THE OLDEST THEATER.





FUN FOR THE ENTIRE FAMILY ON A GUIDED CAVE TOUR.



"SWING YOUR PARTNER WITH A DO-SI-DO, ONCE-AND-A-HALF AND LET HER GO."

THE MANY BEAUTIFUL LAKES OF MISSOURI FEATURE BOATING, SWIMMING, SKIING, AND FISHING.



TROUT FISHING IN CLEAR, SPRING-FED STREAMS IS OFFERED IN MANY AREAS.



ROARING RIVER STATE PARK IS A MECCA FOR THE ENTIRE FAMILY.

# Fun Galore

IN  
MISSOURI

# CENTRAL OZARKS

**I**N THE GASCONADE watershed forming the core of this area are 2,000 miles of clear streams for fishing and all water sports. Hundreds of fascinating caves, springs, Indian artifacts, game and wildlife are found in the Ozark hills, and float fishing begins in early spring. There is upland bird shooting in the Fall.

Principal springs are the Roubidoux Mill, Stone Mill, and Bennett Springs. And for wonderful fishing there are the Osage Fork, Beaver Creek and the Maries—Big and Little Piney rivers. So winding are the streams that a day's journey on the water is often just a short distance overland. Bennett Spring State Park (west of Lebanon) offers the finest of trout fishing, camping grounds, recreational facilities, cabins and good food.

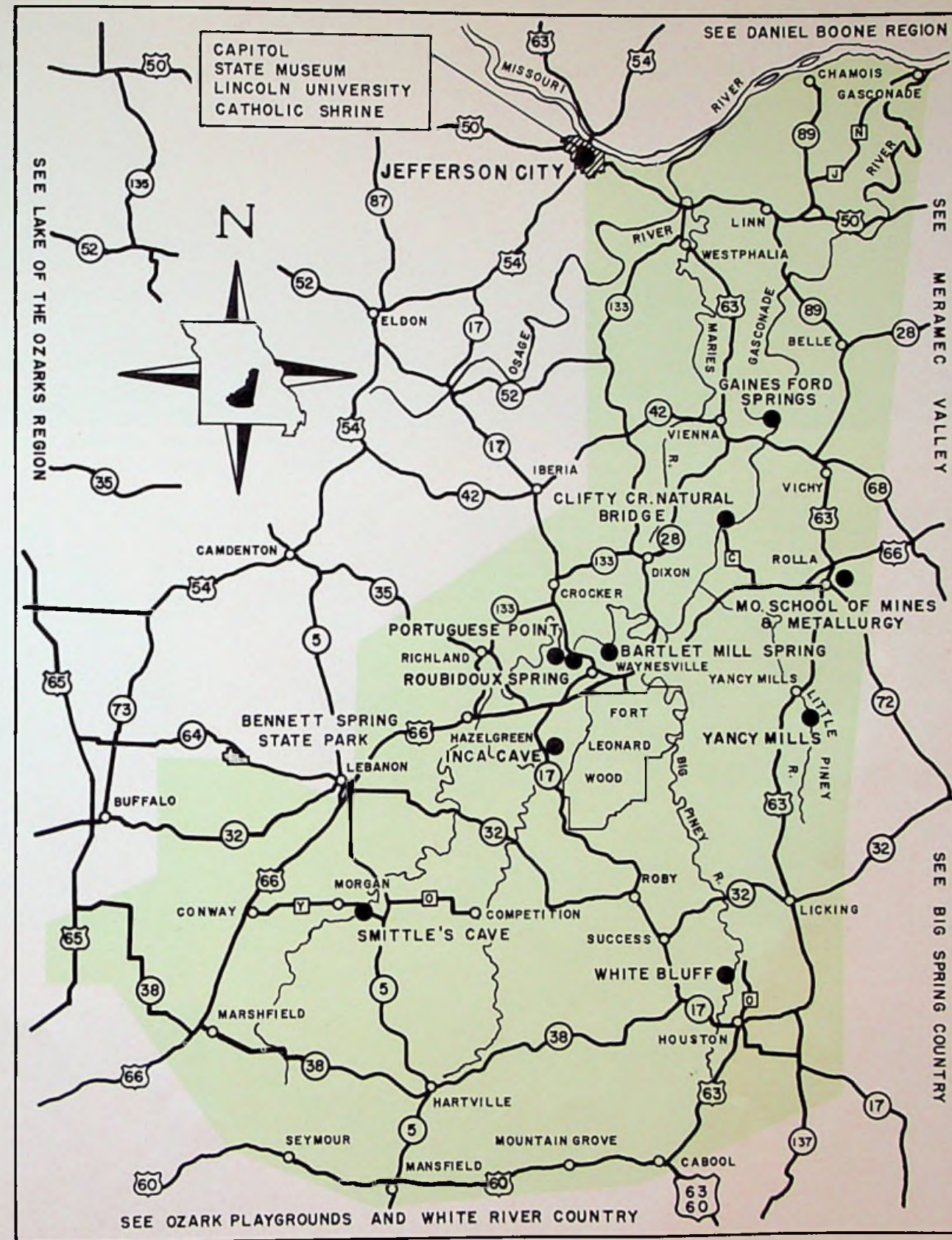
For the person who likes to record his trip on canvas or by camera, the Central Ozarks region is perfect because of its natural qualities. Here high bluffs of dolomite look down on scenic streams, with surrounding foliage making the water seem green one minute, then blue again as the summer sky is reflected on the placid surface.

Jefferson City is located in a corner of this region and the visitor will want to visit Missouri's State Capitol. Exquisite paintings, murals and statuary—along with the state museum—will prove interesting and educational.

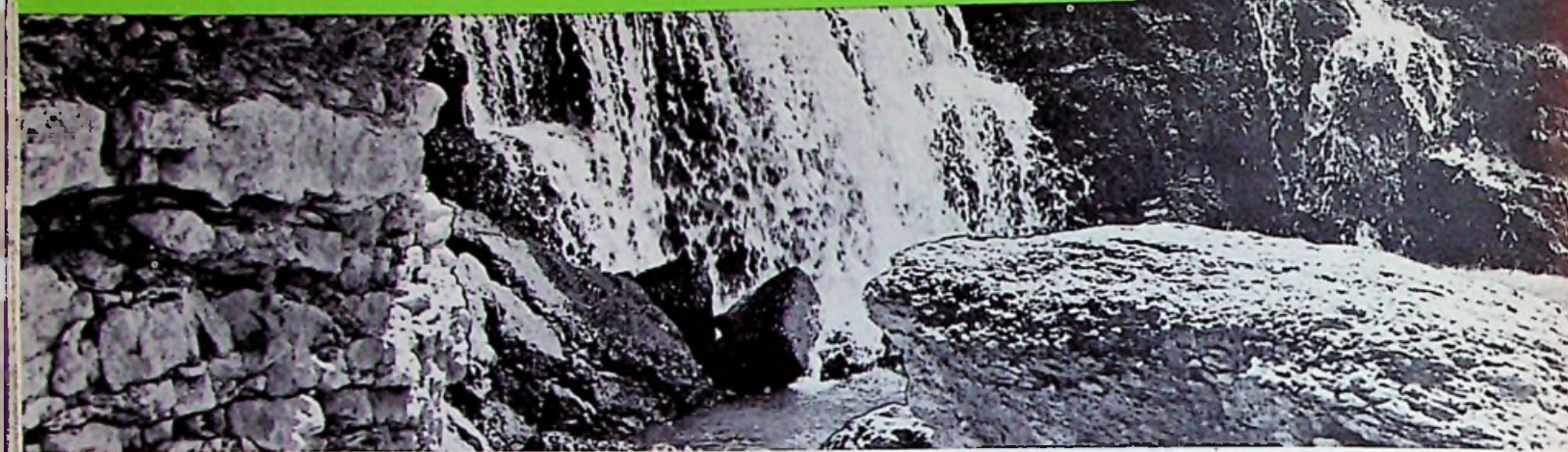
Highways, railroads and bus lines lace the area, and landing strips for light planes are available. There are resorts in the area and good tourist accommodations along the highways and in the cities.



- 1.—MISSOURI STATE CAPITOL AT JEFFERSON CITY.
- 2.—QUAIL HUNTING IS A POPULAR AUTUMN SPORT.
- 3.—A NATURAL ARCH BRIDGE ON CLIFTY CREEK.



# OLD TRAILS AREA



TRYST FALLS, NEAR EXCELSIOR SPRINGS, IS A FAVORITE SCENIC SPOT. A WATER MILL ONCE OPERATED HERE.



ARROW ROCK TAVERN WAS ON THE OLD SANTA FE TRAIL.



BATTLE-SCARRED, CIVIL WAR COURTHOUSE AT LEXINGTON.



MANY FINE GOLF COURSES DOT THE OLD TRAILS AREA. →



**M**ODERN HIGHWAYS now cross this area where once Conestoga wagons creaked over the Santa Fe, Oregon and Great Salt Lake Trails. In fact, by the Big Blue River near Hickman Mills, ruts of the Santa Fe Trail are still visible.

In the state park built around the frontier town of Arrow Rock is Arrow Rock Tavern, stopping place along the Santa Fe Trail and still welcoming travelers as it has since it was built in the 1830s. Among the great men associated with this area are Daniel Boone, Kit Carson, Washington Irving and George Caleb Bingham.

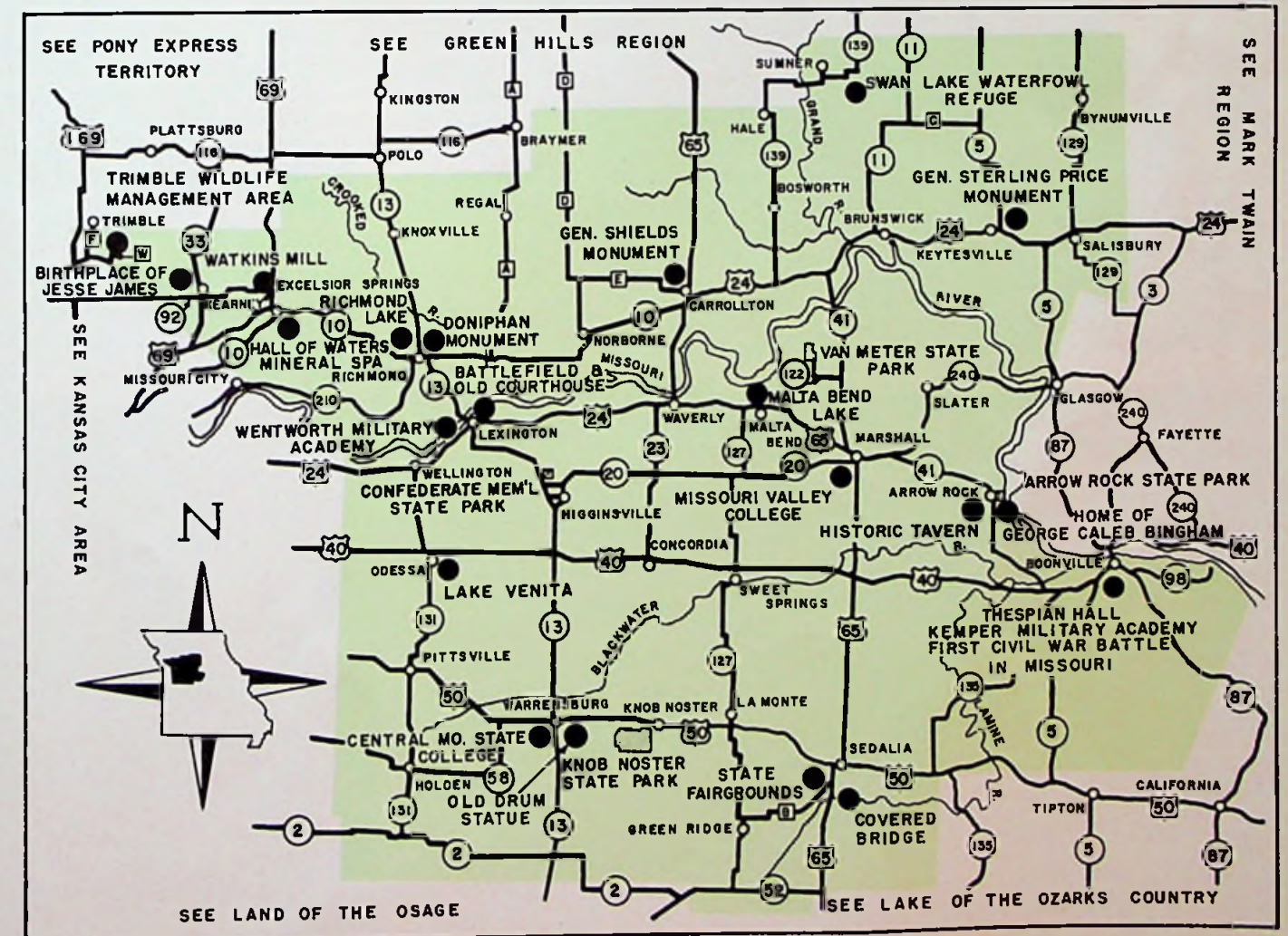
Rich in historical background, with a full share of agricultural and industrial wealth, and containing the outstanding spa of the Mid-West, that is the Old Trails Area of Missouri. It was through here that pioneers passed as they headed toward new territory and, in carving out a new empire, earned for the state the sobriquet: "Missouri, Mother of the West." This area resembles the narrow end of a funnel, with the other end spreading out in the shape of a giant fan, with destinations at Santa Fe, Oregon and points in California.

Many state parks and wildlife management areas are located in this region. One new state park will encompass the battlegrounds of Lexington. The birthplace of Jesse James is near Kearney, northwest of Excelsior Springs. Here at Missouri's spa the healthful waters of five mineral springs have been attracting people for more than a century. Highest quality hotels and motor courts will be found—many offering a wide variety of recreational activities.

Missouri's State Fair is held annually at Sedalia in August. One of the main drawing cards is the excellent racing program, featuring nationally known harness racers. A fine, well-preserved covered bridge is located at the south city limits of Sedalia.

One of the events most typical of the Old Trails Area of Missouri is the horse show. Many towns and cities hold shows of surprisingly high quality, with competition keen for the prize money, cups and ribbons awarded in the various classes.

Education and higher schools of learning have been on the minds of residents of this region since it first was settled. Schools represented here draw students from all sections of the country.



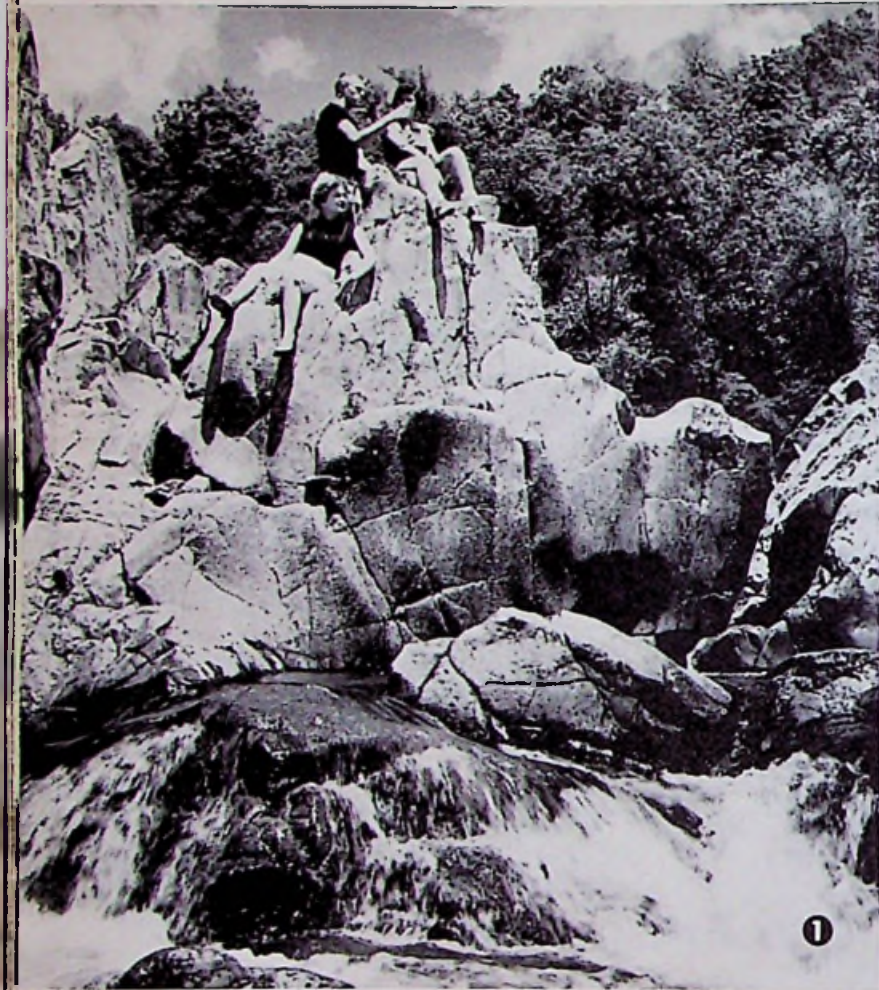
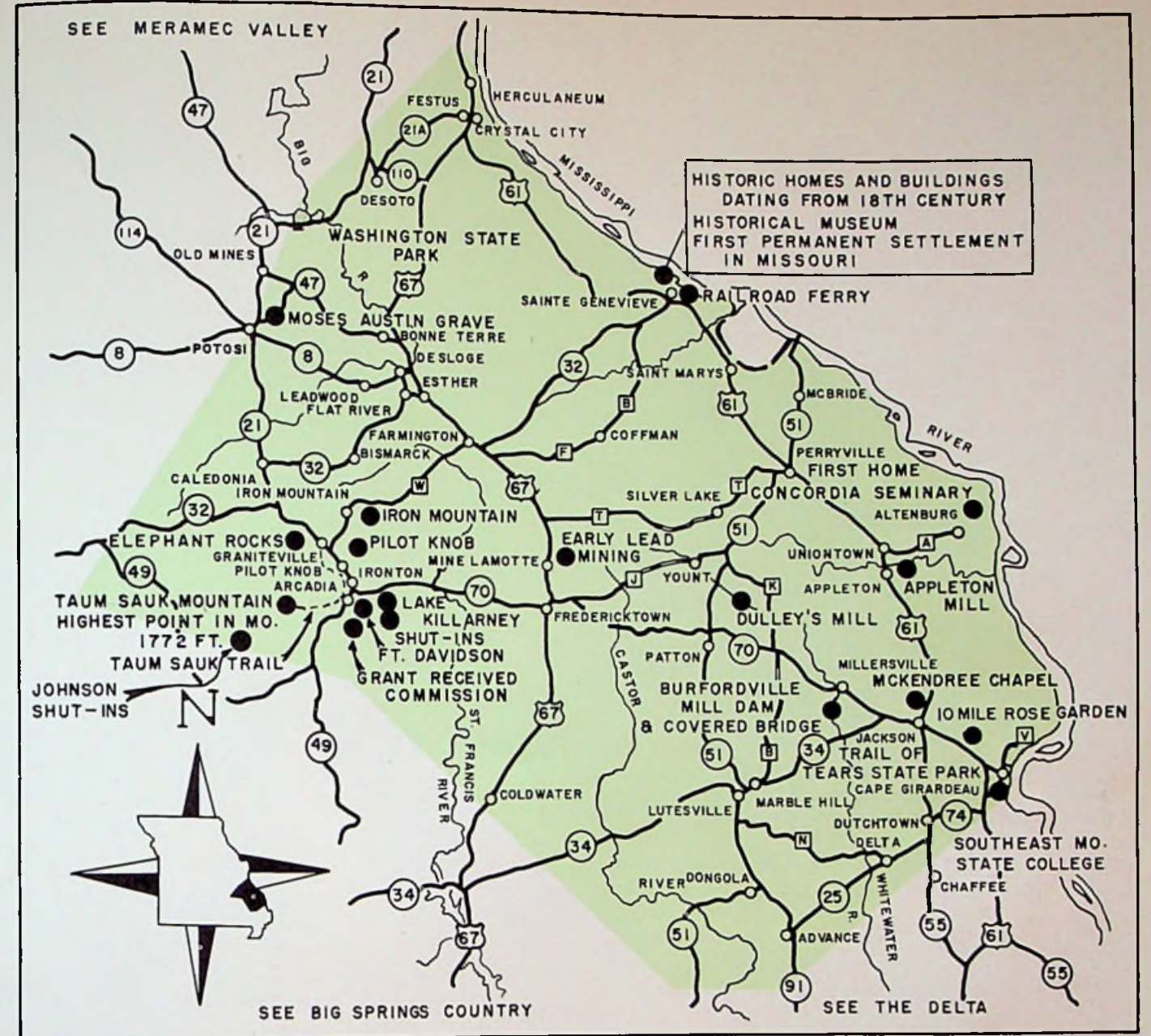
# OLD SETTLEMENT PLAYGROUNDS

THE OLD SETTLEMENT area is rich in scenic, recreational and mineral wealth. It is a land where crystal streams, placid lakes and majestic forests vie for the visitor's interest, and where rich veins of ore pour their wealth into Missouri's industrial coffers. But more than that this area is the first cradle of whiteman's civilization west of the Mississippi. First among these old towns is historic Ste. Genevieve, founded in 1732. Many of its original buildings still stand. In this area of Missouri will be found the largest lead district in the world where French settlers came to work the rich "diggings". The region is marked by peculiar geological formations, such as Elephant Rocks—huge granite boulders carved by wind and water; Taum Sauk Mountain, highest point in the state; and "shut-ins," deep ravines between high hills.

Scenically, the area is rich. Arcadia and Bellevue Valleys are beautiful, and there are Ten Mile Rose Garden from Jackson to Cape Girardeau, Shepherd Mountain Lake and Lake Killarney in the Arcadia Valley. Many recreational state parks are located in this area.

The main highways of this historic and scenic region are dotted with excellent motels and tourist accommodations.

- 1.—JOHNSON SHUT-INS STATE PARK IS DIFFERENT.
- 2.—BURFORDVILLE COVERED BRIDGE AND WATER MILL.
- 3.—HISTORIC BOLDUC HOUSE IN STE. GENEVIEVE.



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LAKE KILLARNEY IN THE BEAUTIFUL ARCADIA VALLEY.



# GREEN HILLS REGION

THE GREEN HILLS Region of North Missouri is famous for its great farms on the rich prairie, and it is also rich in history. Mormon activities centered at Haun's Mill during the 1830s, and it is the site of the Mormon Massacre. There are also many legends of Jesse James' activities in the region. The Hannibal and St. Joseph Railway, first to cross Missouri, cut through here.

The region might also be called the "Land of the Generals," for Gen. John J. Pershing was born at Laclede; Gen. Enoch H. Crowder spent his boyhood at Edinburgh; and there is a monument to Sterling Price, Civil War general. Pershing and Crowder State Parks commemorate their namesakes.

The Grand and Chariton rivers are two of the most important waterfowl flyways in the United States. Here is some of the best quail, duck and geese country in the state. Many of the lakes are well-stocked with fish. Hotels and motels are the principal accommodations.

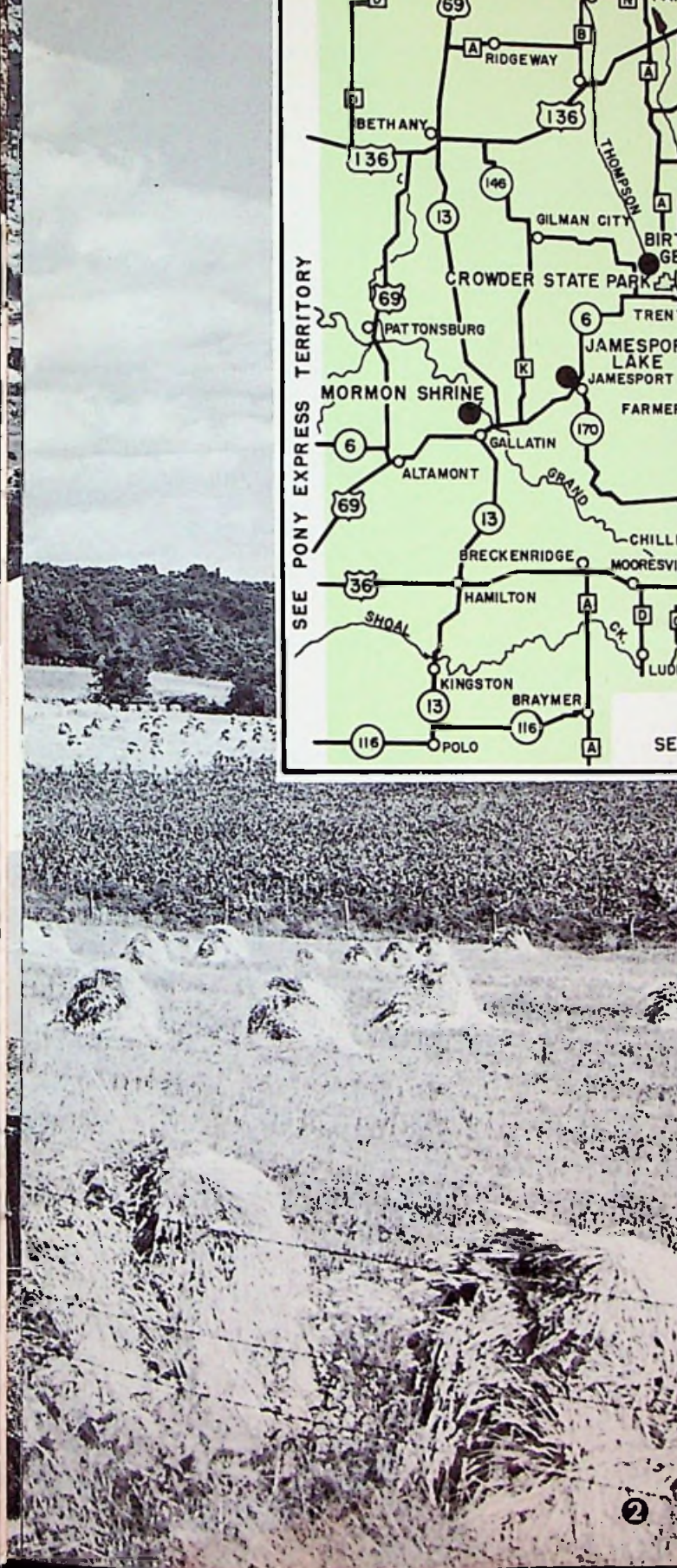
- 1.—CROWDER STATE PARK HAS MANY SHADY PICNIC AREAS.
- 2.—THE SOIL IS FERTILE IN THE REGIONS OF NORTH MISSOURI.
- 3.—PROGRESSIVE CITIES HAVE GOOD RECREATIONAL FACILITIES.



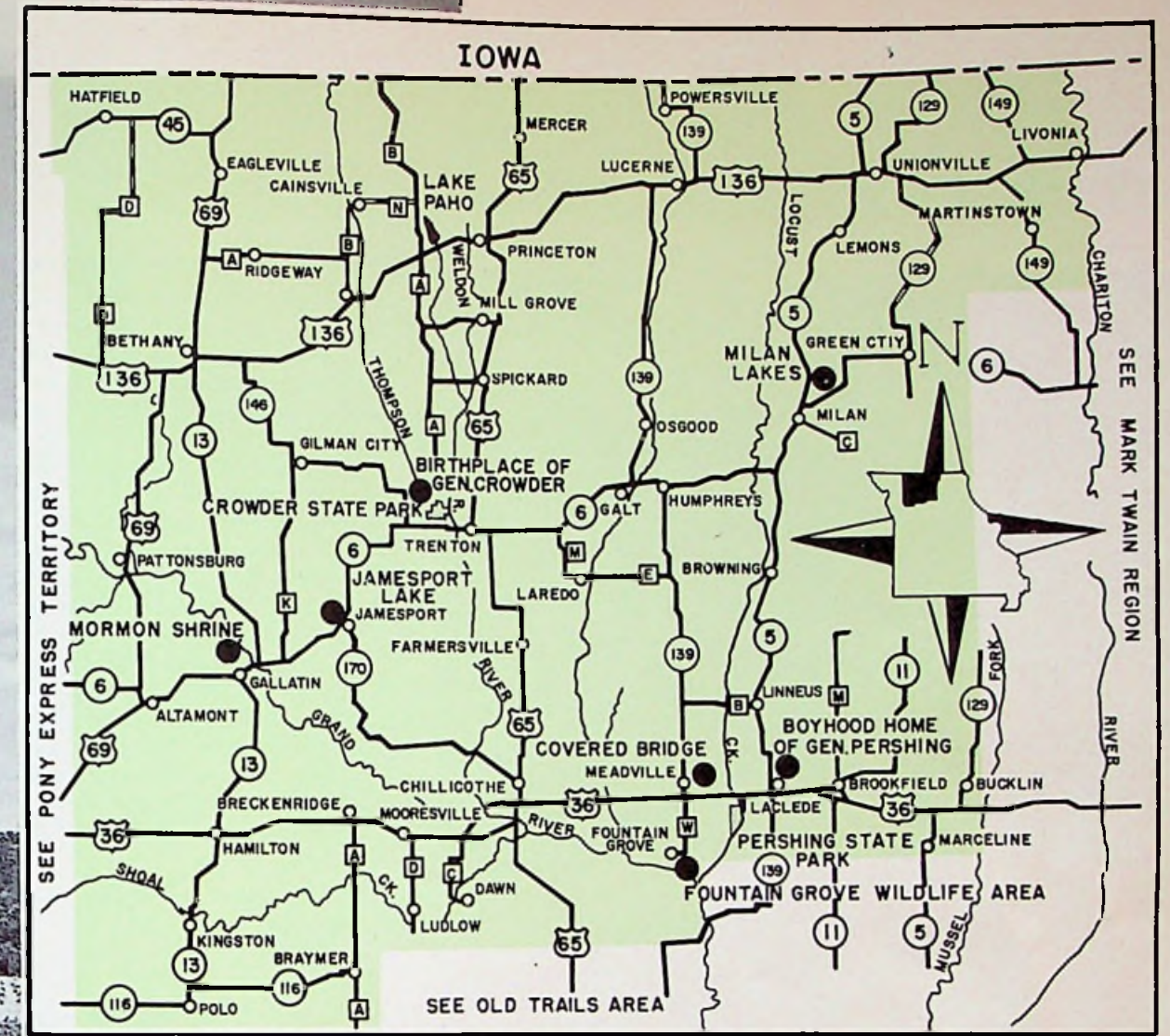
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# THE DELTA



**T**HE OLD SOUTH in Missouri's cotton country. Spreading fan-like from the confluence of the Ohio and Mississippi Rivers, the picturesque Delta forms the southeastern corner of Missouri. It is famous for its long-staple cotton, one of the state's largest cash crops, grown almost entirely in the seven counties of the region. Here is a great alluvial plain, one of the most fertile areas of the state. It is a flat land of bayous, lakes and canals.

Here melons, sweet potatoes, soybeans and peaches are grown in quantity. Though the appeal of the Delta is chiefly agricultural and historical, the drainage canals provide good fishing, and squirrel hunting is at its best here. Some of the best goose shooting in the United States is to be found along the Mississippi River in the vicinity of Charleston.

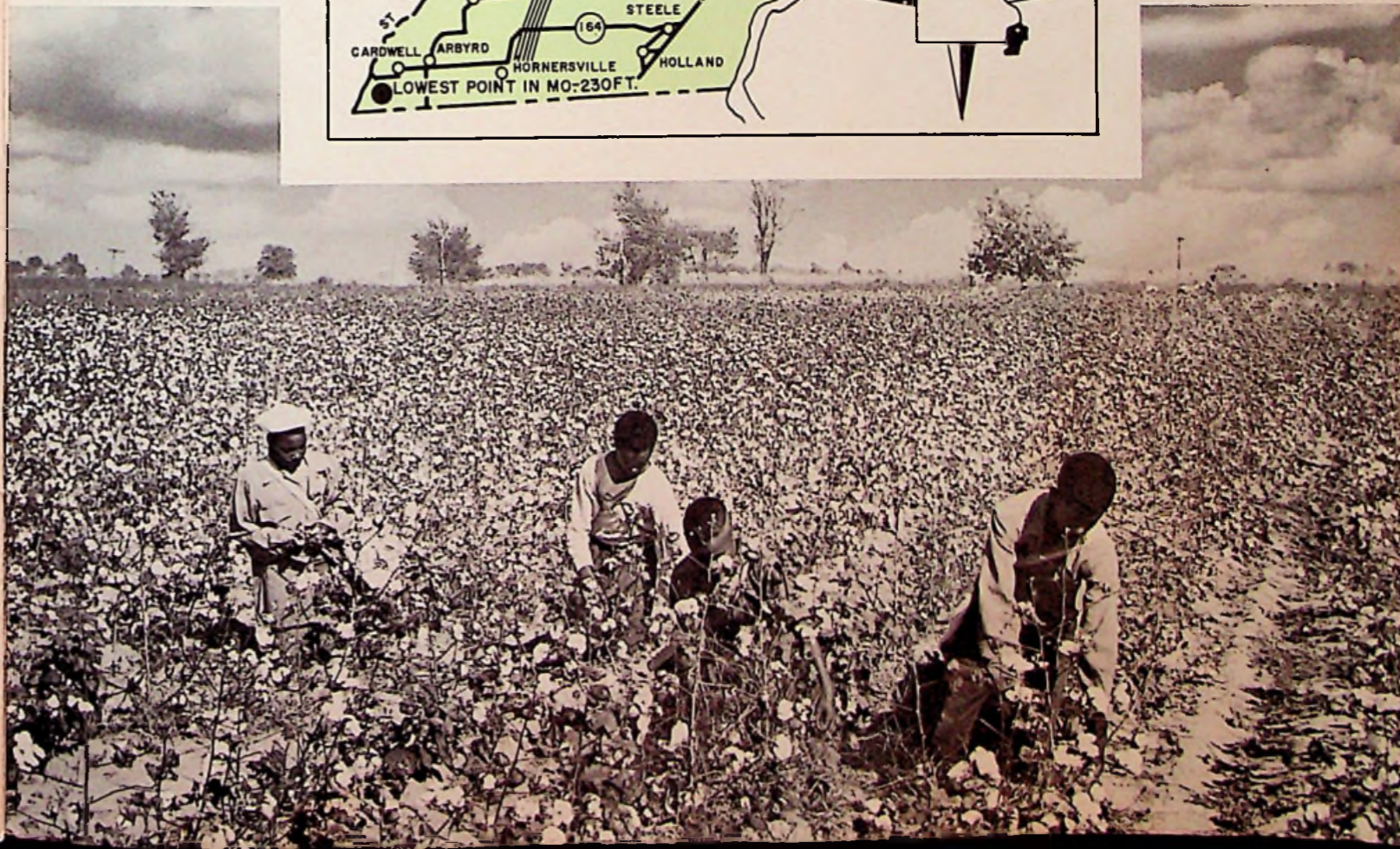
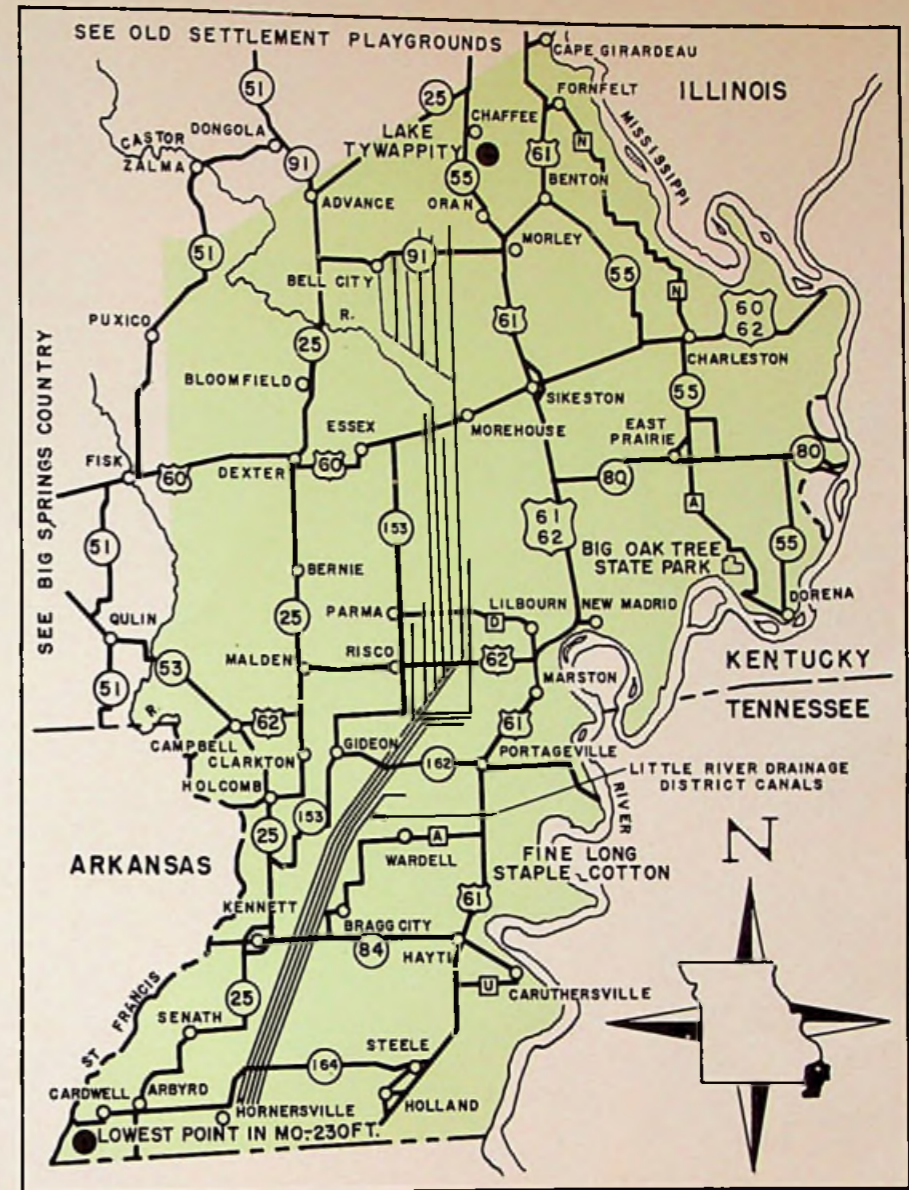
Huge Indian mounds are found near Big Oak Tree State Park, and nearby is the Belmont Battlefield of Civil War fame.

← CAPE ROCK PARK IN CAPE GIRARDEAU.



OLD, STERN-WHEEL, EXCURSION STEAMERS OCCASIONALLY VISIT MISSISSIPPI RIVER PORTS. ↑

A TOUCH OF THE OLD SOUTH IN MISSOURI'S BOOT HEEL, WHERE COTTON IS ALWAYS KING. →



# LAND OF THE OSAGE

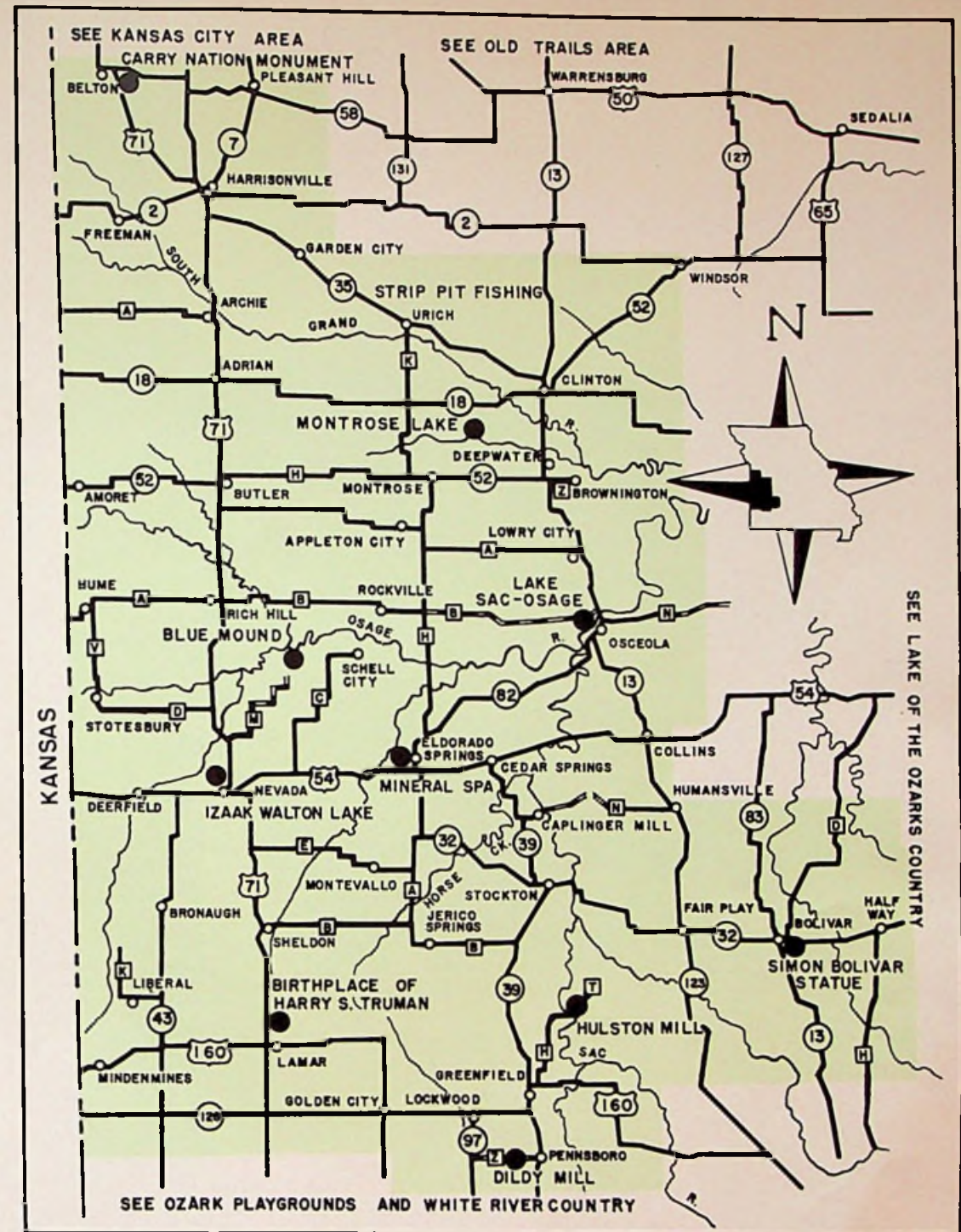


LAKE LUNA IS POPULAR AT HARRISONVILLE. (Above)



JUNCTION OF SAC AND OSAGE RIVERS, OSCEOLA. (Above)

STRIP PIT FISHING IS GOOD NEAR CLINTON. (Right)



THIS AREA was the last remaining stronghold of the Indian in Missouri. His long tenure is evidenced by the 150-acre Blue Mound near Horton. And here too is the last virgin prairie in the state. But the area is now primarily agricultural. Dairying is a major industry, and Henry County has some of the largest chicken and turkey hatcheries in the world.

The infamous Younger brothers came from this area as did the equally famous frontier lawman, Wyatt Earp. Bolivar is the home of the Golden Horse Breeders Association.

Coal mining is of major importance in this region of Missouri. Near Clinton a \$125,000,000 electrical power plant is located right in the center of a coal field. This plant's huge cooling lake is providing sportsmen with good fishing and duck shooting. At El Dorado Springs is one of Missouri's two spas noted for curative waters. Its mineral springs are surrounded by lodges, resorts and recreational facilities. Osceola is also a fine resort community.

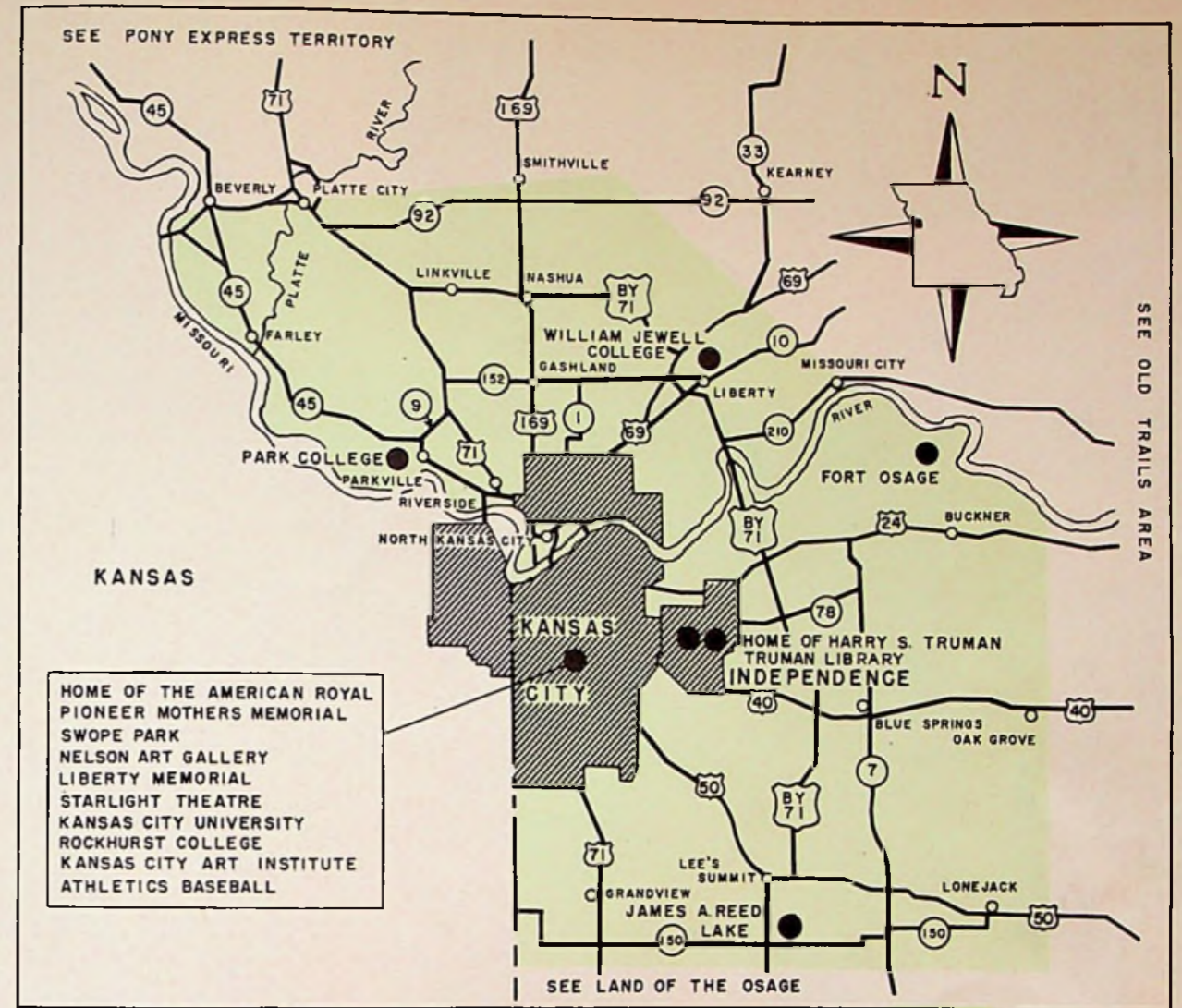
Former President Harry S. Truman's birthplace is at Lamar, and a statue to the South American liberator, Simon Bolivar, has been erected at Bolivar.

# KANSAS CITY AREA



**KANSAS CITY**, a metropolis in keeping with the pulsing Mid-West, is Missouri's second largest city. It offers fine hotels, auditoriums, sophisticated retail stores and smart shops, varied and delightful night life, smart supper clubs and much of scenic and historical interest. Kansas City is the home of the American Royal Live-stock Show, open-air Starlight Theater presentations and the American League Kansas City Athletics baseball club. It is a city of fine homes, parks, boulevards, art institutes and galleries.

The magnificent Harry S. Truman library is located at Independence, east of Kansas City.



1.—KANSAS CITY'S NEW SIXTH STREET EXPRESSWAY.  
 2.—HARRY S. TRUMAN LIBRARY AT INDEPENDENCE.  
 3.—WILLIAM ROCKHILL NELSON GALLERY OF ART.

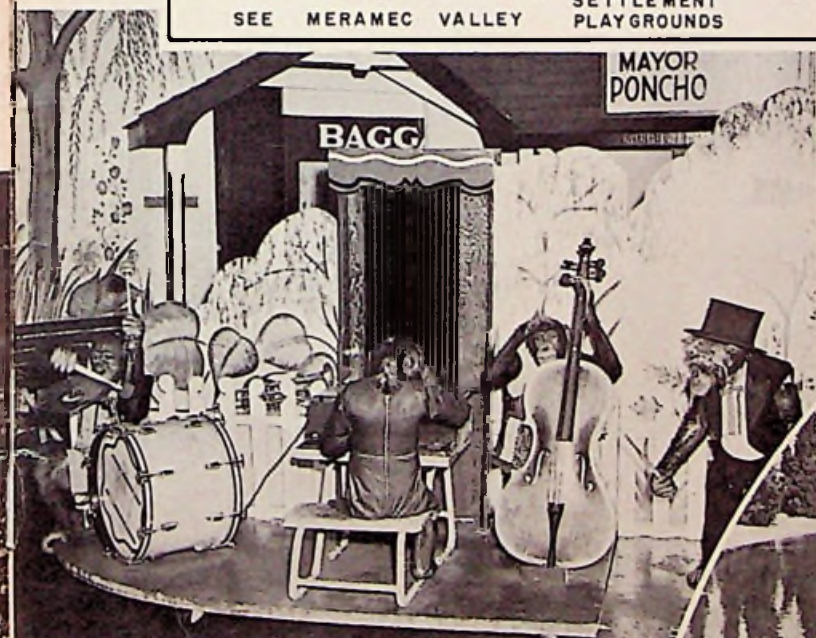
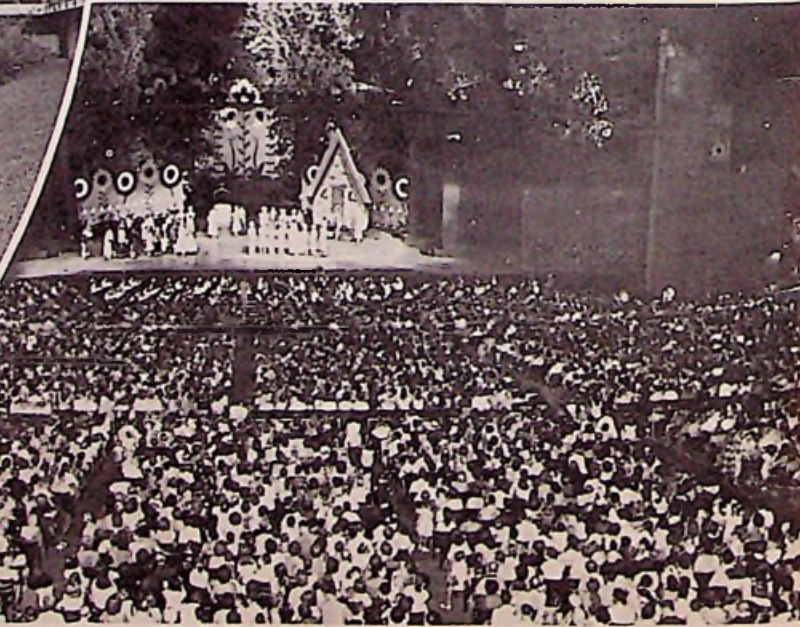
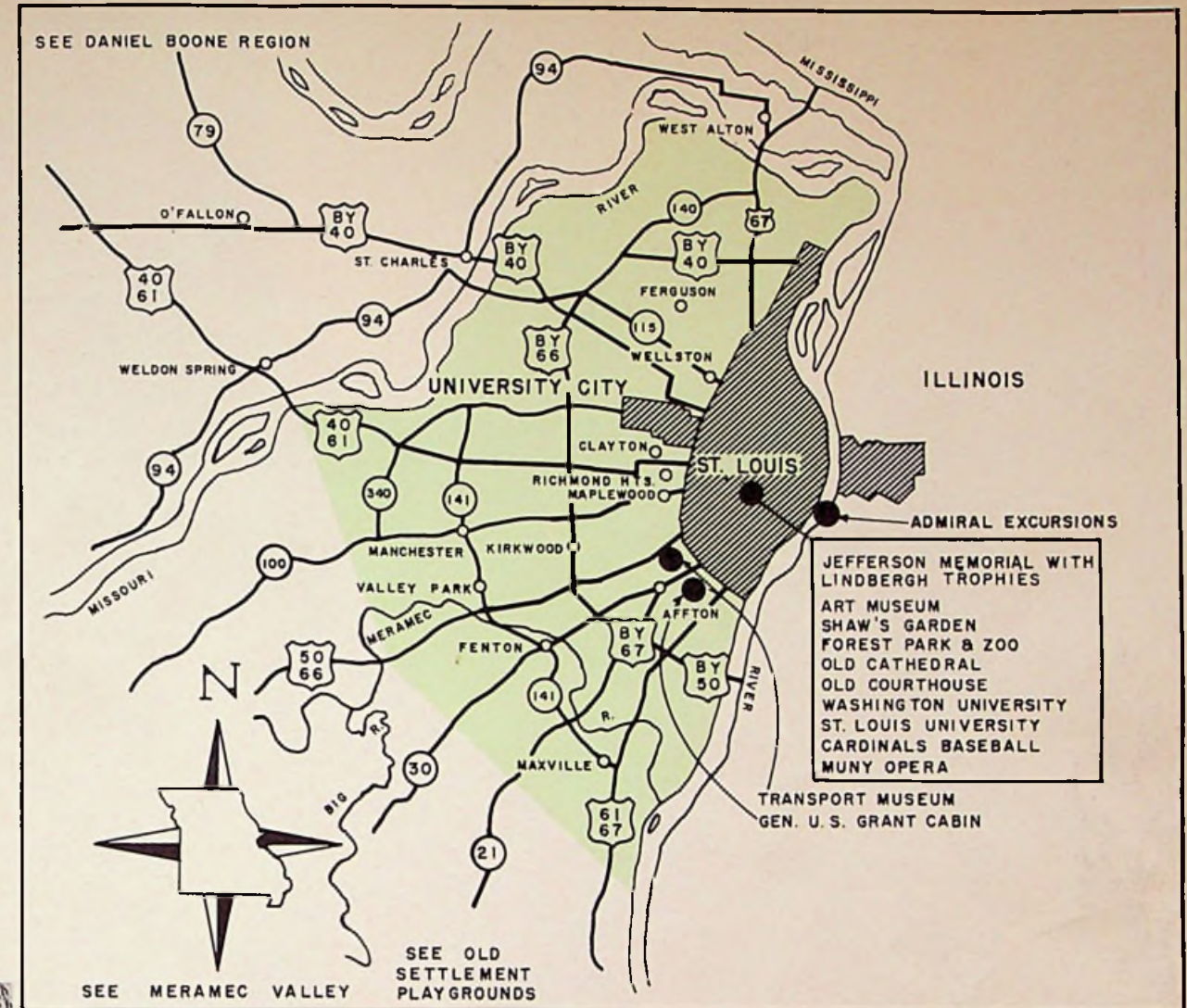
# ST. LOUIS AREA

ST. LOUIS, eighth largest city in the United States, is a thriving industrial giant. Hacked out of the wilderness in 1764, it became the crossroads of the nation—a humming and historic metropolis—progressive and streamlined in a futuristic tempo. Its attractions include many blocks of giant department stores and exclusive shops, metropolitan night clubs, theaters, restaurants and supper clubs, amusement parks and world-famous Forest Park Zoo. Visitors can enjoy big league baseball with the St. Louis Cardinals, delightful river excursions, and the internationally known Municipal Opera where each summer night fine musicals are presented in a beautiful open-air theater.

Forest Park contains the Jefferson Memorial housing the Lindbergh trophies, a splendid art museum and a magnificent botanical exhibit called the Jewel Box.

← LAMBERT-ST. LOUIS MUNICIPAL AIR TERMINAL IS THE NATION'S MOST MODERN

↓ MUNICIPAL LIGHT OPERA, UNDER THE STARS, IN BEAUTIFUL FOREST PARK.



FREE ANIMAL SHOWS AT FOREST PARK ZOO. ↑  
THE JEWEL BOX FEATURES BOTANICAL RARITIES. →

