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This is “A Message to the Homeseeker,” a booklet advertising the towns of Bonne Terre, Farmington, and Flat River in St. Francois County, and Fredericktown in Madison County, Missouri. There are descriptions of 157 businesses and illustrations of 85 commercial establishments, public buildings, and churches.

Neither author nor publisher is named for this promotional booklet, which appears to have been a joint effort by the business communities of the four towns. Rather than a treatise on emigration, “A Message to the Homeseeker” contains brief general statements introducing the sections for each community, followed by descriptions of the leading business establishments. Photographs of approximately one-half of the businesses accompany the profiles. Several churches and public institutions are also pictured. The descriptions are couched in language typical of early twentieth-century “boosterism.” Bonne Terre, Farmington, Flat River, and Fredericktown are presented as clean, progressive towns, whose citizens, invariably described as “live” and “wide-awake,” enjoyed considerable economic success.

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