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This is “A Message to the Homeseeker,” advertising the towns and principal businesses of Newburg, Rolla, and Saint James in Phelps County, and Salem in Dent County, Missouri. The booklet contains brief descriptions of businesses and illustrations of commercial establishments and public buildings.

This is another example of the illustrated promotional booklets bearing the title “A Message to the Homeseeker” published in slightly varying formats during the 1920s-1930s for many communities in southern Missouri (for example, see WHMC-R248 for Saint Francois and Madison counties and WHMC-R679 for Scott, Dunklin, Stoddard, New Madrid, and Mississippi counties.). Neither author nor publisher is named in this booklet. Like other publications of this type, the booklet seems to have been a cooperative effort by the principal businessmen of Phelps and Dent counties. Rolla receives the greatest amount of coverage, followed by Salem, Newburg, and Saint James. The text reflects the booklet’s subtitle: “Describing Their Resources Enterprises and Opportunities and the Men Behind Them.” There are general descriptions of the advantages of the respective towns, followed by brief statements profiling one hundred and eleven of the leading businesses and businessmen in each. There are sixty-one illustrations of commercial buildings, churches and schools, and public buildings.

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Pages 1-16 Rolla, Mo.
Pages 16-26 Salem, Mo.
Pages 26-31 Newburg, Mo.
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2    Rolla, Mo.; Missouri School of Mines
3    B. H. Rucker; L. T. Hudson Motor Company
4    Farmer’s Produce Exchange; Rolla Wholesale Grocery; Denison-Hess Real Estate & Abstract Co.
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Light’s Garage; Kroeger Grocery & Baking Co.; Rolla Theatre; Dennie’s Cafe
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Rolla Creamery & Ice Co.; O.K. Meat Market; F. E. Denison Realty Co.; Sterling M. Smith store
King Motor Co.; Student’s Cafe; Ozark Hotel; Sease & Smith grocery store
Merchants & Farmers Bank; Harry R. McCaw furniture and undertaking; Hargis’ New and
Second Hand Store; J. M. Pirtle, Jeweler
Faulkner’s Drug Store; Tune’s Garage; L. C. Smith & Son; Schuman Produce Co.
H. D. Crumpler Stores Company; Ozark Garage Co.; Baumgardner’s Studio; Williams Produce
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Nagogami Lodge; Fort & Martin hardware; J. M. Dent store; A. D. Breeding store
Smith’s Feed Mill; Salem, Mo.
Salem High School and Grade School
The Square Store Co.; L. N. Coffman Grocery Co.; L. A. Warfel store; Geo. D. Moser, Insurance
Roberts-Judson Lumber Co.; Bonebrake & Hutchinson store; First National Bank
Smith & Redwine store; R. E. Murray store; Salem Roller Mills; Jones’ Drug Store
Butler Motor Co.; Campbell & Co.; Salem Bottling Works; W. L. Nelson store; Salem Exchange
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John S. Harvey store
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Service Garage; Stock Yard Store; Selby & Redwine store; Massey Brothers
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St. James State Bank; J. M. Gray Milling Co.; F. E. Gruber groceries; Mitchell & Son store
Carpenter Drug Co.; G. A. Dillon store; Bishop & Son store
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[SEE the separate Business Index pages for an alphabetical list of every business mentioned in the booklet.]