This is a promotional booklet for Rolla, the seat of Phelps County in south-central Missouri. Although undated, it includes data from the 1930 census and a view of the Edwin Long Hotel, which opened in 1931. Also included is a poem, “In the Ozark Hills of Old Missouri,” by Dr. J. Curtis Lyter.

This 16-page illustrated booklet was published by the Rolla Chamber of Commerce with the title “Seeking a Home in the Ozarks.” It was intended to attract residents and industry to the city. Included are sections on General Information (population 3671), Civic and Commercial Organizations, Other Organizations, Industries, Banks, Newspapers and Publications, Hotels, Churches, Hospitals, Shipping Facilities, Public Utilities, Climate (“fresh breezes almost incessantly, and the purest of air”), Educational Facilities, Industrial Opportunities, Outdoor Recreation, Agriculture, Fox Farming, and Governmental Agencies. There are illustrations of the Rollamo Theater (“in course of erection”), the Edwin Long Hotel, the Sinclair Pennant Hotel, the St. Louis-San Francisco Railway depot, an “Ozark Beach” on the Gasconade River, Rolla High School, Parker Hall at the Missouri School of Mines and Metallurgy, the Pennington-Gilbert shoe factory, catfish from the Gasconade River, Maramec Spring, Gourd Creek cave, Hereford bulls, Jersey cows, and the “Postmasters’ Convention” of 1930.

The section on “Fox Farming” featured the Silver Black Fox Ranch on the Ameling Farm about ten miles south of Rolla.