



What will your letterhead look like?

DESIGN ACTIVITY

Letterhead of Carter & Signor, Real Estate and Livestock Agents

In the late 1800s, **stationery** became a popular way for businesses to promote their products and services. The top of letter paper, known as **letterhead**, was made up of decorative fonts and mass-produced stock imagery (what today we call clip art).

This business letterhead is from the Texas General Land Office's nineteenth-century letterhead collection. Most of the businesses in the collection are connected to Texas ranching, railroads, saloons, banks, pharmacies, hotels, or land surveyors. This letterhead was created in the 1890s for W.H. Carter and C.T. Signor, who were real estate and livestock agents. Port Ropes Company was a failed business attempt led by entrepreneur Elihu Ropes to create a deep-water port east of Corpus Christi.



Want to see what the rest of the letter looks like? Scan the code or visit texashistory.unt.edu/ark:/67531/metaph1550855 to learn more.

