

WRITING ACTIVITY

Letterhead of A. H. Pierce, Stock-Raiser and Cattle Dealer

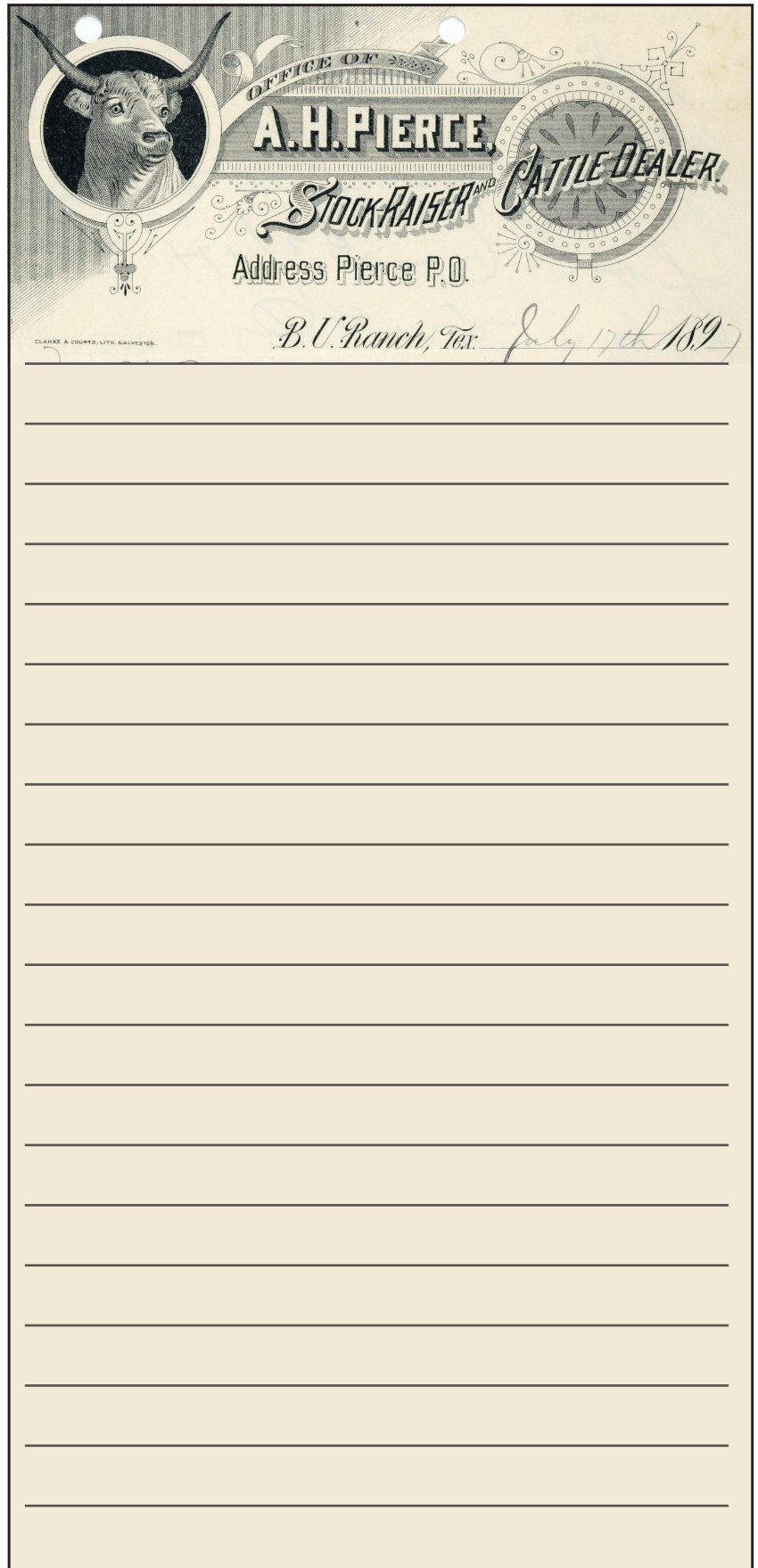
In the late 1800s, stationery became a popular way for businesses to promote their products and services. The top of letter paper, known as letterhead, was made up of decorative fonts and mass-produced stock imagery (what today we call clip art).

This business letterhead is from the Texas General Land Office's nineteenth-century letterhead collection, which spans from 1890 to 1902. Most of the businesses in the collection are connected to Texas ranching, railroads, saloons, banks, pharmacies, hotels, or land surveyors. This business letterhead was created in the 1890s for rancher Abel Head Pierce.

If you were Abel, who would you write to and what would you say? Write your own letter in the space under the letterhead.



WRITE-101



Want to see how your letter compares to the original? Scan the code or visit texashistory.unt.edu/ark:/67531/metaph1550810 to learn more.

