

OUR TOWN

History

A New Town Springs Forth On The Prairie

"OUR TOWN History" will be a special summer series for **The Mooreland Leader** featuring stories found in Volume I and Volume II of the Mooreland History Books. This story was originally published in the first issue of **The Mooreland Leader** April 18, 1903. Copies of both Mooreland History Books are available for purchase at **The Mooreland Leader** located at 202 North Main Street.

Only a few years ago this beautiful valley in which Mooreland now stands, was covered by an unbroken prairie, and where the native animals grazed for many years undisturbed, sprang up the abode of our enterprising citizens.

For a number of long years the pioneers who settled here were compelled to undergo many hardships in the way of a market for their cattle, grain and other produce. They were hemmed in on the east and the west by sand hills, consequently the bad roads and the distance to a market in any other direction rendered marketing very slow, unpleasant and expensive. To some one trip alone meant an absence of several days from family and home. The people realized that something must be done, and awoke to the fact that the geographical position of the valley, the fertility and productiveness of its soil, etc., were all in their favor in establishing a market and securing a railroad station. In November, 1901, a company was formed of prosperous, energetic men, a site selected and a town laid out in a beautiful spot on the A.T.&S.F. railroad. The town was named Dail City. After a short time a postoffice was petitioned for but it was found to be impossible to secure one, there already being a Dail postoffice in the territory.

This defeat, instead of creating indifference and distrust among the company, as might have been the case, seemed to spur them on in their efforts. Several new members were admitted into the company and definite steps were at once taken. The town was then replatted and rechristened Mooreland. Under this name a postoffice again asked for and with better success. The month of March, 1902, saw a postoffice in Mooreland serving a large number of families.

The excellence of the location of the town drew the attention of business men, and in a short time Mooreland had a number of business houses besides the postoffice to her credit.

After a series of months, during which time the business men of the town were compelled to freight their goods across the country, over the sand, the town company, after having an audience with the railroad officials, succeeded in satisfying them that the amount of business they would receive from this source would justify them in establishing a station here. In December a depot was erected, a switch put in and a side track laid. This broke the bidding spell and imparted to the town new vigor, life and strength. Then began in earnest the hum of business in Mooreland. Though it has been only a few months ago we no longer dread the planned barriers placed in our way by opposing factions, but rather consider them an aid to the rapid growth and advancement of our little city.

Mooreland, situated as it is in a beautiful, fertile, hard-land valley, in Woodward county, ten miles east of Woodward, the county seat, on the A.T.&S.F. railroad, commands the trade of the entire valley, which is twelve miles long and on an average of about three miles wide, and extends south to the productive Persimmon flat, and spreads out the north in what is known as the Missouri flats. It is all fine farming land and Persimmon flat can proudly claim some of the best improved farms in this part of the country. Our valley can boast of the best and most inexhaustible water supply in the territory on the Pan Handle division. The good roads leading to the town from its tributary localities are also advantageous.

We will now endeavor to show what, with industry and liberality, our town can boast of, and thus enable all to see what success has crowned the perseverance of our enterprising citizens.

GENERAL MERCHANDISE: The first business house opened in Mooreland was that of Boguss & Wyckoff. J.A. Wyckoff came from Iowa in 1899, and went into the grocery business in Curtis. Boguss then purchased a half interest and in February, 1902, they moved their stock here. They, a few weeks later, dissolved partnership, Boguss returning to Curtis. J.A. Wyckoff at once formed a partnership with his brother, H.M., who came from Iowa in 1899. The firm of Wyckoff Bros. are at present engaged in the carrying on of a general store. They carry in stock a full line of groceries, boots and shoes, dry goods, notions, etc. A casual call at their store will satisfy everybody that we are correct in saying that the boys pay strict attention to the wants of their customers. They are ably assisted in waiting on their patrons by Miss Eda Knittel, who has charge of the dry goods department.

The firm of Holmes, Davis & Son started in the general merchandise business in November, 1902. Holmes came from Curtis, where he had been in business with Mr. Wilbur. John T. Davis removed to this country from Kansas. He and son, Mac, after having disposed of their hardware store, in connection with which they will be referred to later, purchased Wilbur's interest in the store of Holmes & Wilbur shortly before it was removed to Mooreland. Today this store is conducted by Holmes, Davis & Son and you can always get what you want in groceries, boots, shoes, etc., by calling on them. They carry the largest line of ready made clothing and gents furnishings in town and sell them at the right prices.

We next come to one of our most enterprising business men, W.M. Enlow. Mr. Enlow removed here from Woodward. He erected a feed mill, installed machinery and also put in a stock of flour. He uses a gasoline engine to propel his machinery and is prepared to do grinding on short notice. Later he put in a stock of groceries in connection. Mr. Enlow sells flour at wholesale or retail and commands an excellent trade in his lines. He is a strict business man and always gives his customers the most courteous treatment.

HARDWARE: Davis & Hufford established the first hardware store in Mooreland. This firm conducted quite an extensive business until August, when Mac Davis, son of John T., purchased M.E. Hufford's interest, and with his father conducted the store under the firm name of Davis & Son. Mr. Hufford retired to his farm two miles north of town. In November Davis & Son sold out to S.E. Kemp, of Alva. Kemp moved to this place with his family in October and after greatly increasing his stock of hardware, cutlery, vehicles, farm implements, etc., he conducted an extensive and profitable business until the first of this month when a deal was closed conveying the stock to Crane & Stout of Woodward. Kemp also handled furniture which he also disposed of to Crane & Stout. This firm is now the only hardware, furniture and implement dealer

in the city and have anything you want in their line.

LUMBER: In September, 1902, the Sharp & Roberts Lumber Co. secured lots from the Mooreland Real Estate Co., built sheds, office, etc. and started a lumber yard here. Previous to this time all lumber used here had to be conveyed by wagon from neighboring towns. This company is at present carrying on a very extensive business. They are represented here by Milton Burdick, a most congenial and obliging fellow. They carry a first class quality of lumber, lath, shingles and in short everything necessary for building purposes.

DRUGS: The Mooreland Drug Co. started a drug store here last week. They removed their stock here from Hackberry, and carry a full line of drugs, patent medicines, stock foods, toilet articles, paints, etc. Dr. A.M. Townsend has charge of the store and is a practice physician. Calls made from office.

HOTEL: The Valley House was built in 1901 by its present proprietor, W.F. Jones. It is first class in all respects, and a casual glance offer the register will satisfy every body that it is doing a good business. Mr. Jones is a very social and obliging hotel man.

John T. Davis started into the hotel business in November. In March he sold out to T.A. Young and at once commenced the erection of another hotel building. He is now located in his new and commodious quarters, on Main street. If you want good accommodations the New Mooreland is the place to shop.

T.A. Young moved into the old Davis hotel building and conducts a good orderly house with everything looking neat and clean. It is called Farmer's hotel and Mr. Young is endeavoring to make it everybody's home. He is very attentive and we bespeak for him a good portion of the business.

RESTAURANT: Our restaurant is owned by S.F. Jones, who purchased the business of F. Calhoun. He has a fine line of confectionery, canned goods, etc., and makes a specialty of serving meals and lunch.

SALOON: Al's Saloon is respectably conducted by A.A. McNeil. Al always succeeds in preserving good order, for which he deserves credit. He keeps a fine line of beer, wines, liquors, cigars and cool temperance drinks. Al extends an invitation to call and be refreshed.

BARBERSHOP: Marion Hufford started his tonorial parlor in August, 1902. After changing hands a number of times it was secured by S.L. Shaw who is now engaged in the same and gives satisfaction to all his customers.

BLACKSMITHING: R.E. Hilbig is our present blacksmith. In June 1902, he bought out Mr. Chambers, who formerly conducted a blacksmith shop here. Hilbig owned a shop and run it on his farm, two miles north of town, which he also moved here and is now well fitted to do all kinds of blacksmithing. Mr. Chambers is in the employ of Mr. Hilbig. He is also dealer in farm implements and vehicles.

HARNESS: W.S. Hagan & Son started their harness shop in March. The business is cared for in a business-like way by Edgar Hagan, the junior member of the firm. They carry in stock harness, flynets, whips, saddles, etc. Their work is neat and satisfactory.

LIVERY AND FEED: Geo. Hurd was our first liveryman. He secured lots, erected a barn and moved his livery stock from Curtis in March, 1902, after having disposed of his feed mill which he conducted here for some time. He has good horses and vehicles and always satisfies his customers.

In the fall of 1902 Jon. Green, of Persimmon, erected a livery and feed barn. With good teams and good turnouts he conducts a very profitable business. You can always find plenty of room at Greens to put up your team and can be sure of having them well cared for. Mr. Green is at present contemplating the erection of a large new barn.

BUILDER: F.J. Knittel is one of the old settlers of this country. He is a first class mechanic and carries on an extensive business in house building and carpenter work. He also does plastering and mason work. F.L. Ludden contracts and builds quite extensively and is a good workman.

OPERA HOUSE: Frank P. Davis has a fine hall for opera and ball purposes. It is conducted by M.R. Jones who gives a dance every two weeks. He furnishes good music and the occasions are always enjoyable to those who attend.

DRAYING: C.E. Jones is engaged in doing all kinds of draying. He is always on hand when wanted and is careful in handling goods.

GRAIN ELEVATOR: The elevator was erected by Crowell Bros. & Clark in October, 1902. It has the latest machinery, a dump to unload by, is run by a gasoline engine and has a storage capacity of 6,000 bushels. This company does an extensive grain business having bought and shipped over 200,000 bushels of wheat at this place last year, despite the fact that they were not ready for business until late in the season. They are a reliable company and pay the highest market price. V.M. Enlow is now their representative here.

PAINTING: We have a good painter in the person of Clide Morris. He does all kinds of house painting and is an excellent sign painter.

JEWELER: In connection with his barber shop S.L. Shaw conducts a watch, clock and jewelry repair shop. When your watch is in need of repairs Shaw is the man you want to see. He does the work promptly and always gives satisfaction.

LODGES: Of our fraternal societies the A.H.T.A. Lodge, No. 263, was the first. It was organized in October, 1901, and has steadily grown 'til at present it contains 36 members. The officers are as follows: Pres., John J. Bouquet; Vice Pres., A.S. Jenisch; Secy., M.E. Hufford; Marshal, Franz Shilling. Meetings Thursday night on or before full moon. This organization is a strong one, having a national membership of 25,000.

Mooreland lodge, No. 128, I.O.O.F., was organized November 29, D.S. Whittamore, organizer. At present it contains 27 members. Following are the elective officers: D.D.D.M., A.S. Jenisch; N.G., M.E. Hufford; V.G. F.M. Jones; Secy., W.M. Enlow; Treas., J.A. Wyckoff. Meeting every Saturday night at opera house.

REAL ESTATE: The Mooreland Real Estate Co. was organized in October, 1902. It has nine stockholders. The officers are: Pres., J.H. Dail; Secy. John Krauth; Treas., F.J. Knittel; Directors, John J. Bouquet, Geo. Hurd, C.L. Lambert. To this corporation we own thanks for the rapid strides in the growth and improvement of our little city. They own and have for sale valuable town lots.

Krauth, Jones & Krauth are also dealers in real estate. They have land for sale in all parts of the country and can find you what you want.



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