

The Four Horsemen of Martin County

Upon hearing the term, the “Four Horsemen,” it may bring to mind the biblical account regarding *“The Four Horsemen of the Apocalypse”* commonly seen as symbolizing war, famine, conquest, and death. On the other hand, you might also think of *“The Four Horsemen of Notre Dame”*, those talented athletes who played football under the venerable Coach Knute Rockne during the 1920s. In any event, the “Four Horsemen of Martin County” are in no way comparable to either of the previously mentioned “Four Horsemen.” Their popularity was based on attributes that were neither frightening nor athletic in nature, but were rather based on social qualities that made them highly sought after.

Back during the latter 1890s in the Martin County communities of Sherburn and Fairmont, there were four young gentlemen that were also known as “The Four Horsemen.” They were dapper young men described as the “Beau Brummels” of their day. They wore “plug hats,” a hat that is round and hard with a narrow brim. In addition, they sported mustaches or beards, wore fancy shoes, fine shirts, vests, and flashy gold braided watch chains. The members of this trendy and rather flamboyant group included George A. Sutherland, D. S. Pingrey, C. L. Everett, and his brother, C. E. “Gene” Everett. They were truly the “Beau Brummels” of 1897 in Martin County, the fashionable trendsetters in men’s wear of their day, and they were highly sought after by many for those very reasons.

Little is known about Pingrey and the Everett brothers. However, Sutherland practiced law in Sherburn, and later opened a life insurance business in Fairmont that became quite successful, to some degree as a result of what might be considered his somewhat questionable advertising techniques. His sales approach played on the emotions of wives by providing “tear jerker” ads emphasizing the importance of insuring their husbands in the event of an untimely death. During that period of time Sutherland was making \$200.00 per month from renewals alone, while the average person was deemed fortunate to earn \$50.00 per month.

This fun loving group made up of Sutherland, Pingrey, and the Everett brothers apparently experienced their “fifteen minutes of fame” in Martin County during the late 1890s. They were in demand at basket socials, picnics, cotillions, and celebrations of all kinds. They apparently filled a “niche” at that time while riding a wave of popularity cutting a wide swath through Martin County’s social life that kept them busy and in demand for quite some time.

For more information on this topic, or to become a member, visit the Pioneer Museum in Fairmont.



FOUR HORSEMEN — Ready from top of ladder down, the late George A. Sutherland, D. S. Pingrey, C. L. Everett and his brother, C. E. "Gene" Everett, who were the "Beau Brummels" of their day back in 1897.