

FOUNDING UTOPIA in North Carolina

The Story of an Industrial Community Where Putting Human Values Ahead of Production Has Created a Wonder Village

WHEN Thomas More wrote Utopia, describing a land of unity, abundance, and Christian charity, he had never heard of North Carolina. Moreover, had the gallant poet and romanticist been as well informed concerning the heart of Dixie as the average American, he probably would not have associated it with his mythical country of happiness. More likely he would have shared the average Northerner's misconception of the South, picturing it as a land given over entirely to colonial estates with a background of cotton fields and negro pickers caroling Dixie melodies.

So the shade of Sir Thomas More—assuming for him as close an acquaintance with North Carolina as that of the average American—would undoubtedly give a start of surprise were he informed that of all the rich and happy sections of the United States, the "land of cotton" contains a community which probably most closely resembles the fabled Utopia.

Work—Basis of Happiness

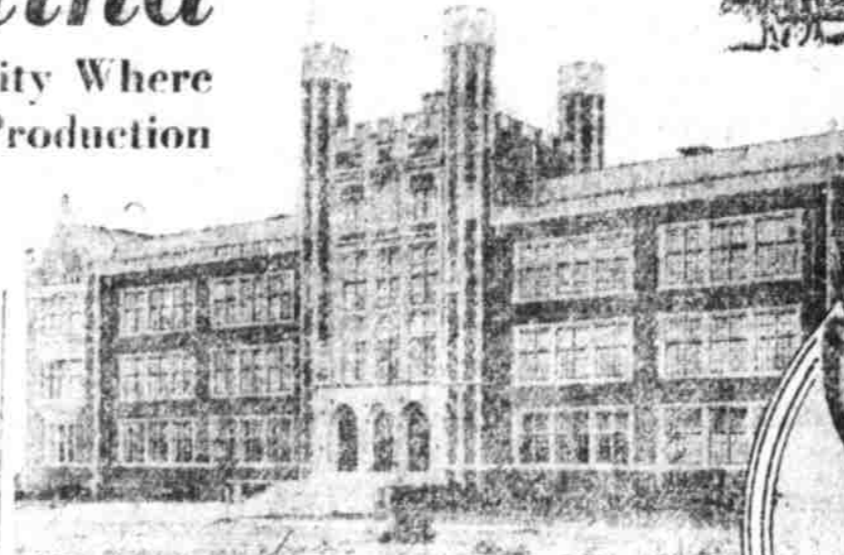
The basis of happiness is work, human experience has pretty conclusively shown, and the happiness of the community embracing the two little cities of Rosemary and Roanoke Rapids, North Carolina, bears this out. It is not cast in a conventional Hollywood "happiness" setting of golf courses and marble pools inlaid with bathing beauties. Odd as it may seem, considering the normal mental reaction to the word "work," the up-and-coming, spick-and-span, alert and active community of Rosemary and Roanoke Rapids is founded on mills, workaday, humming, rumbling mills. The Rosemary Mills make cotton damasks, used for table linen, and happen to be the largest of their kind in the world. The Roanoke Mills make cotton flannels. All are operated by Samuel F. Patterson, a man who believes so strongly that this world was intended to be a good place to live in that he has made his own neighborhood that way.

In Rosemary and Roanoke Rapids there are about 7,500 people. Mr. Patterson wanted them intelligent.

Mills Give \$450,000 Toward \$500,000 High School

Mr. Patterson is not a college man, but he has profound respect for education—schooling—as one of the surest and most satisfactory

ways of training intelligence. There are three common schools in the community, all housed in fine brick buildings. Some men consider that a common school education is enough for mill hands. Mr. Patterson thought differently. He thought a high school education would be better, so encouraged the submission of a bond issue for a high school building to popular



\$500,000 High School

Future Citizens

Samuel F. Patterson 'the Master Builder'



Daughters of Employee and Executive on same team.

vote, the school to cost \$500,000 and the mills to pay all but \$50,000 of its cost. The people were quick to recognize the munificence of the offer and passed the bond issue. Schools costing a half million dollars are not common in communities of 7,500 people; nor are its enrollment of 2,129 pupils, and its faculty of 63 teachers.

School Fits Students for Life

As becoming a community which believes in training intelligence, this high school is the center of everything. It is in use night and day, twelve months in the year. Its auditorium, seating 2,000, with a stage large enough for the most ambitious theatrical productions and equipped with full scenic equipment, is the center for lectures, concerts, theatricals, all the cultural and entertaining factors which are usually found only in cities. And naturally the rest of the community feels an abiding interest in an institution where over two thousand young people are learning to get the best things in life, and appreciate them.

Mr. Patterson's idea is that ed-

ucation should be a preparation for life, and the lives of most people have more to do with mealles, cooking, housekeeping, carpentry, farming, and the rudiments of business than with Latin syntax and solid geometry. Young men or women in this community high school can prepare for a classical course in college if they desire, but they can also equip themselves to meet the problems of life on graduation from the high school. Emphasis is placed on practical things, as the big shining kitchen, the long lines of sewing machines, and class rooms for textile study testify.

Tutors at Home for Old Folks

There are people in Rosemary and Roanoke Rapids who in their youth did not have the advantages their children have now. Some of them were middle aged, and some of them old, and they could not read or write. The community night schools have demonstrated that you can teach an old dog new tricks. These people now read and write, and have had a whole world of new interests opened up to them. Shyness, diffidence concerning

their ignorance, kept some of the older ones away from the night school class rooms. Mr. Patterson saw this, but did not conclude that people provided night schools, and who did not use them, were not deserving of education. He got the point of view of these shy old people and sent teachers to their homes to instruct them. One old lady, Mrs. Rosa Lynch, 55 years old, had a boy in the army and couldn't write to him. Patterson sent a teacher to her, and one of the trophies which he values most is a very creditable letter written to him by her, thanking him for enabling her to send her thoughts to her boy when he needed them most. There are 920 employees to the Rosemary Mills, and 800 in the Roanoke Rapids Mills, and every one of them speaks English and is an American citizen.

This process of making the world a better place in which to live, as practiced by Patterson, doesn't stop with schools. Ten



But people will get sick. To cope with this a \$75,000 hospital was built by the mills in 1918, with Dr. Long at the head, and five doctors, two graduate nurses, and 10 student nurses to assist him. There are fifty beds in the hospital. Eight hundred patients were admitted last year, with a death rate of only three and a half per cent. Mrs. Patterson furnished the finest operating equipment obtainable, and there has recently been installed complete X-Ray apparatus. Radium is to come next. For the service of this hospital for themselves and their families, each mill employee pays ten cents a week. The hospital is administered by the county commissioners, the mayor of Roanoke Rapids, the general managers of the mills and the doctors employed by the mills. There is a deficit every year which the mills make up.

Recreation for Everybody

The high school has a fifty-piece orchestra, and there are mill bands both at Rosemary and Roanoke Rapids. The community has public swimming pools, parks, and playgrounds. There are Boy and Girl Scout Troops, uniformed by the mills. Each of the seven churches which had room for a pipe organ was provided with one by Mr. Patterson. A complete cannery is maintained, with the finest equipment to which house-holders may bring their produce and preserve it merely for the cost of the cans. The houses of the mill employees, owned by the company, are not the conventional mill-town type. Most are of individual design, each one has lawns and garden plot, and prices are offered for the best fruits, vegetables, and flowers. The rent is \$1.00 a week.

Wipe Out Typhoid Fever

In August, 1919, there were 23 cases of typhoid in the community. The cause of surface drainage water from shallow wells dug by immigrants, and with the lack of a sewage system, was found to be the cause. New wells were driven to depths of hundreds of feet through a layer of granite that cut off the surface water, and septic tanks for sewage disposal were installed. There have been two cases of typhoid of local origin in the community since then.

Good Christianity and Good Business

Mr. Patterson is an idealist, but not a dreamer. He believes that the things which he is doing are good Christianity and good business. The sort of people who are living in Rosemary and Roanoke Rapids, and want to stay there—the look in their faces—the well-limbed, keen, and bright-eyed children in the school yards and the classrooms—these things, and a good many others, incline one to the opinion that he is right.

REPORT OF CLUB WORK FOR 1922

County Agents Alvin and Pickens have sent in reports to Raleigh on club work for the year as follows: A total of 163 members made a final report. The exact total of members beginning the work can not be stated since a correct enrollment was never given the County Agents. These members had as their projects, calf, corn, cotton, pig and poultry and were divided as follows:

- 18 Corn Club members.
- 0 Cotton Club members.
- 2 Calf Club members.
- 31 Pig Club members.
- 96 Poultry Club members.
- A total of 153 club members.

From the above it will be seen that poultry club work has been the popular project this year. The total value of all projects to the members was \$4,610.52. The cost in feeding and caring for this work cost the members \$2,096.93 giving them a net earning of \$2,513.59 besides the prizes which they won.

Some members have done outstandingly good work while others have been less efficient. Club work cannot be measured by the earnings as shown above. The idea is to educate and develop the member and incidentally to make money. These demonstrations scattered as they are over almost the entire county serve as lights to show what can be done and in almost every instance has made the members money.

For instance in the Corn Club the average yield for the membership was 48 bushels. The cost per bushel on an average was 35 cents. In the Pig Club pork was raised on the average for 52.3 cents per pound. Cotton was raised for 4 cents per pound, seed cotton, thus showing profits for every phase of the work.

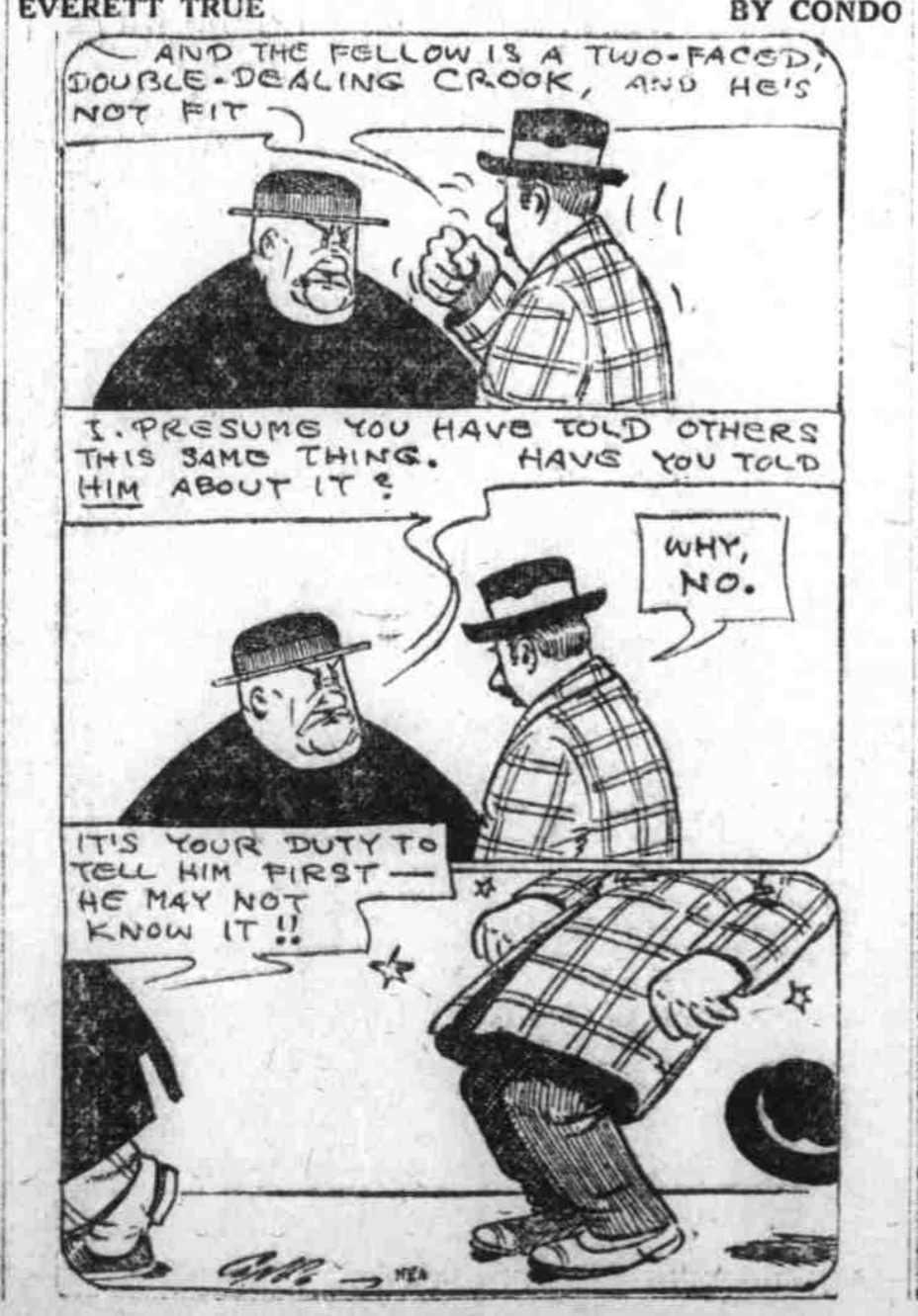
A regular monthly meeting has been held with these members, an annual encampment, judging work at the Community Fairs, the County Fair and the State Fair and at all times the best information obtainable on these subjects has been given the members.

An outstanding result of this work has been the help of these members in the fairs of the county. They took an active part in exhibiting their wares at these fairs and as a result the fairs were greatly benefited and strengthened.

Club Work at Clemmer. Mr. M. L. Stroupe, club leader for the Clemmer Club gave in prizes to his club members in 1922 one registered Berkshire pig and \$13.00 in cash. These prizes were won as follows:

- 1st prize \$1.25 won by Velma Lineberger Pig.
- 2nd prize \$2.00 won by Leonard Stroupe.
- 2nd prize \$1.00 won by Edna Stroupe.
- 3rd prize .75 won by James Lineberger.

EVERETT TRUE BY CONDO



among the county boys and girls. Thanks are hereby extended to Mr. Stroupe for his leadership and the very generous donations as prizes to those worthy members.

DR. CRAFTS DEAD

WASHINGTON, Dec. 27. — Dr. Wilbur P. Crafts, for 28 years superintendent of the International Reform Bureau which he founded, and widely known because of his activities on behalf of prohibition and similar movements, died at a hospital here today of pneumonia. He was 73 years old.

THE OLD HOME TOWN BY STANLEY



MARSHAL OTEY WALKER CAME DOWN TO HIS OFFICE EARLY THIS MORNING AND CAUGHT AUNT SARAH'S DOG IN THE VERY ACT OF PUTTING A BUNCH OF ROSIES ON HIS DESK.

NEAR THE END OF THE YEAR

As the old year nears its end, but before its close, the Third National Bank wishes to express appreciation to its customers and friends for the helpful cooperation received from them during the past twelve months.

And, in so doing, it desires to voice the hope that the year about to dawn may be, for one and all, rich in joys that are worth the while and filled with possibilities that abound in success.

"Our Service Makes Friends"

3rd National Bank

GASTONIA, N. C.

SUBSCRIBE TO THE GAZETTE

MOVING

On or about Jan. 10th we will move to 215 E. Main Ave.

Just one block east from our present location, other side of street, second door from C. & N-W. crossing.

Watch for Further Announcement

FROHMAN'S Cut Price Grocery

MOVING TO SAVE YOU MONEY