

John T. Patrick Was Founder Of Southern Pines

BY BOB HUNT

Before the turn of the century, John T. Patrick was a land developer and promoter with modern advertising ideas.

But just who, you ask, was John T. Patrick?

Well, for starters, he founded Southern Pines and Pinebluff plus some other communities, enticed people from the north to move to the area, was Commissioner of Immigration for the state in his mid 20s and has been described when he was active as one of the largest landowners in North Carolina.

That's quite a list of achievements for a man who was born on Nov. 11, 1852 in Wadesboro and then practically educated himself in print shops because he couldn't afford to attend college after his parents' funds were sharply reduced by the Civil War.

"He had a talent for promotion and development," said Mrs. Sadie Bilyeu Patrick, widow of Patrick's son, Carl, who still lives near Pinebluff. "He really was an unusual person who was born way ahead of his time."

Patrick and her father, Henry Bilyeu, worked together as industrial agents for the Seaboard Air Line Railroad before she was born in Southern Pines. Bilyeu, she recalled, once owned an extensive vineyard on land where golfers now tread the fairways of the Southern Pines Elks Lodge and Country Club plus about 300 acres near the Sandhills Community College where he grew dewberries and grapes. Patrick's chief interest was land development.

Mrs. Patrick said she met the man she grew to call "Daddy Patrick" a couple of years before she became engaged to marry his son when she was 16 and Carl was a 32-year-old Army officer. They were married in 1918, the same year Patrick died, a victim of the flu epidemic which struck during

World War I.

But that's getting ahead of the story.

Patrick's life is the subject of various sections in at least five books, including Manly Wade Wellman's "The County of Moore 1847-1947," Helen G. Huttenhauer's "Young Southern Pines, Pinebluff, N.C. 1884-1976," compiled by the Pinebluff Historical Committee and Ann C. Alexander's "Historic Building Inventory of Southern Pines." There also is a biographical sketch in an early North Carolina history.

Patrick's father, William A., had moved from Virginia to Wadesboro before the Civil War where he operated a tailor shop. His mother, Margaret A. Campbell, was a native of Scotland who came to North Carolina with her parents as a child. John had four sisters.

While still in his early teens, Patrick became an apprentice printer and then editor of the Pee Dee Herald at Wadesboro, the successor to the North Carolina Argus, one of the first newspapers published in the state.

Then he was appointed North Carolina Commissioner of Immigration when in his mid 20s by then Governor Zebulon V. Vance. His job was to attract newcomers to the state. He was said to have slept and cooked his meals in his office in the state agricultural building in Raleigh.

Patrick traveled around North Carolina while on his job and, apparently, became convinced that lower Moore County had a potential for development by home seekers and businessmen from the north.

At that time, the Raleigh and Augusta Railroad ran from Scotland to Hamlet and about the only production in the Sandhills area was turpentine and tar from the pine trees plus lumber.

Station, not far from present day Southern Pines, Patrick reportedly was told by a resident there that he had come to the area on the advice of his doctor in the north to recover from tuberculosis. And, the man told Patrick that he was recovering.

This bit of news set Patrick's imaginative mind to work. He returned to his Raleigh office and began to send publicity releases to New York and New England newspapers extolling the healthful aspects of the climate in the region.

His idea began to bear fruit. People started to trickle into the area. One of the newly arrived was a New York doctor, G.H. Saddleton, who had tuberculosis but was recovering and gave Patrick a statement to be distributed in the north.

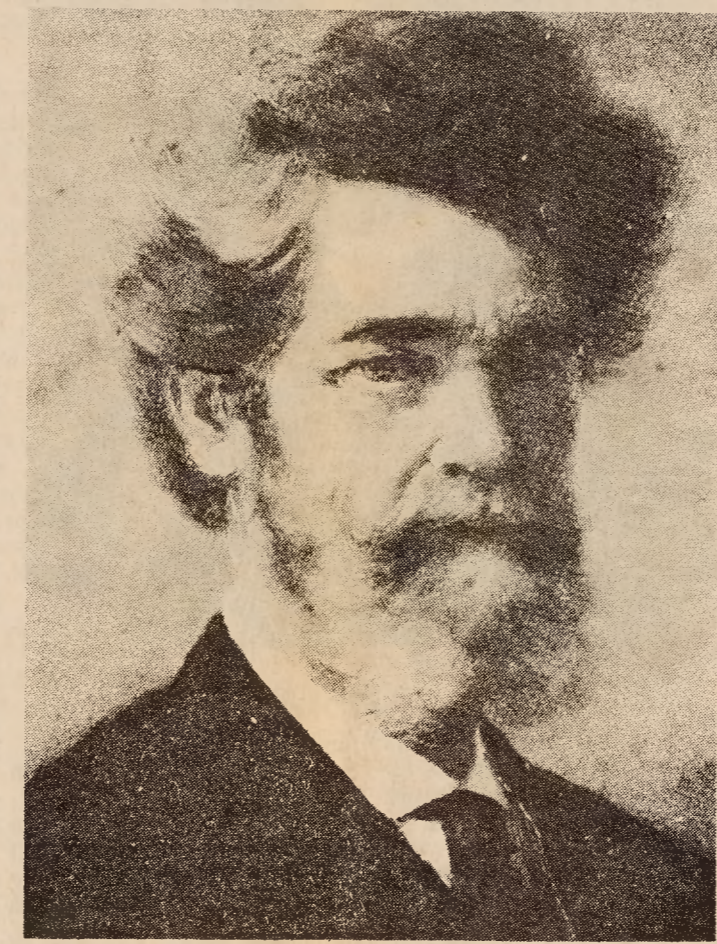
Patrick, who also was named a colonel in the North Carolina National Guard during the administration of Gov. Zebulon Vance, got into the act himself in 1883.

He had a survey made of Shaw's Ridge, at an elevation of 600 feet described as the highest along the route of the Raleigh and Augusta Railroad. It was covered with pine trees.

In 1884, Patrick bought three parcels of land there totaling 675 acres for \$1265 and set about to establish a town. He laid out the townsite and, in another deft touch, named the streets after northern states from which he hoped to attract new residents. He built a hotel and called it Patrick House.

Patrick first planned to name the town Vineland but changed this to Southern Pines. It was incorporated in 1887. By this time, Patrick was sending advertisements to northern newspapers to promote the town, often paying for them by giving editors deeds to lots. Some of these men came to visit and inspect the lots and an editorial

resulted in the Lisbon, N.H., Index which said: "In our opinion this section will soon eclipse Florida as a health and winter resort."



John T. Patrick

kept a steady beat of publicity going to the north. He even was said to have made a number of trips to the north, holding public meetings complete with minstrel shows where he sold lots.

Patrick set up a print shop in Pinebluff which was one of the town's earliest businesses. It produced more advertising circulars and a monthly publication called "Southern Home-Seeker's Guide" which was circulated in the north.

Presses were installed in a three-story building beside the millpond for the print shop in 1890 but it burned in 1892 or 1893. He lost everything. Patrick was

not to be denied, however. He got more presses, re-establishing the firm in a building which had been used as his office. This, too, burned in 1957.

A January, 1891 edition of the Guide reported that Southern Pines now was under the management of the New England Manufacturing, Mining and Estate Company. Pinebluff was called a budding resort with lots priced from \$50 to \$200. Patrick gave one new Pinebluff resident, L.S. Packard, who had been superintendent of schools at Saratoga Springs, N.Y., five blocks of townsites. Packard became agent of a new railroad station at the edge of town, postmaster, founded a store and school and helped Patrick try to develop the town.

One of the Patrick pamphlets calling attention to the healing qualities of the pine-scented air was said to have come to the attention of James W. Tufts of Boston, who had made a fortune in manufacturing soda fountain equipment, while he was on a visit to North Carolina. He quickly bought the land that was to become Pinehurst for \$1 an acre.

While the early Patrick brochures made a point of trying to attract consumptives to Southern Pines, he later shifted his pitch more toward a vacation rather than a health resort. By 1896, Southern Pines had 700 residents.

And, in 1897, his advertising periodical from Pinebluff which was by this time called "Our Sunny Home" began calling attention to the possibilities for fruit growers in the area with land available for \$5 to \$7 an acre.

Lots were heralded for sale in Southern Pines from the outset and Patrick's firm (the New England Manufacturing, Mining and Estate Company) laid out plans for 400-foot square blocks

with streets 80 feet wide. Broad Street, however, flanked the railroad tracks as it does today and was double that width.

Patrick also served as industrial agent for the Raleigh and Augusta Railroad and, after a merger, with the Seaboard Air Line Railway. He wanted to build towns along the route. In addition to Southern Pines and Pinebluff, he also has been credited with opening communities at Southmount, Peachland, Vaughn, Chimney Rock and Patrick, S.C.

But Patrick found it difficult to sit still. He went from site to site, developing towns after buying land but his headquarters remained Pinebluff. His wife, the former Harriet Lewis Patterson, died in 1899, at a time when the woman who was to become his daughter-in-law said her husband, Carl, was only 8 years old.

Patrick's sister, Marian, came to Pinebluff to take care of the four children, including three daughters. "It seemed he didn't buckle down in one place and stay there forever and a day," said Mrs. Sadie Patrick in an interview at the home where she has lived for 40 years not far from Pinebluff Lake. "He liked to keep on the move."

He kept trying to attract new residents to Pinebluff for 20 years and to develop the town as a resort. But Patrick went to Houston, Texas, apparently around 1903 after the Seaboard Air Line did not renew his contract as industrial agent and Pinebluff voters rejected a tax to support his promotion of the town. He apparently worked in the same capacity for the Southern Pacific Railroad there.

There seems to be some confusion about just how long he stayed in Texas but agreement that he returned to the Sandhills area in 1916 and, according to one account, bought 800 acres

adjoining Southern Pines on the west.

The North Carolina history, in discussing Patrick's penchant for land, said:

"He believes thoroughly in real estate and its great value as an investment and has never been afraid to borrow money and to spend money freely to back up his faith in this respect. He is never idle, always having some important project on foot and in course of development.

Patrick's two sisters lived in Southern Pines at the time he returned. He lived at the Southland Hotel. While there, Patrick decided to convert part of a building he owned (the old Gladman house) on Pennsylvania Avenue to a shop where the sisters could sell hand crafted articles made by poor people living in both Carolinas. There was going to be a section devoted to Japanese novelties. The building was across the street from the Belvedere Hotel, which still stands today.

The newest of Patrick's many ventures was scheduled to open on Dec. 9, 1918. And, while he had been in and out of town as the conversion work was being done, Patrick came back to be on hand for the opening. He registered at the Southland Hotel, which earlier had been named the Ozone and was built in 1892 only to be razed in 1972.

But Patrick suddenly became ill, apparently with the flu which was sweeping the country, and died at the hotel on Dec. 7, two days before his new shop was to open. He was 66 years old.

"This was the first terrific seige of the flu," Mrs. Sadie Patrick recalled. "They just didn't know what to do."

Mrs. Patrick said she and her husband were living in Washington, D.C. at the time where he was assigned with the Army as judge advocate at

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Wallace O'Neal Day School Graduates Do Well... Meet Just Six...



WILLIAM WILLETTTS PEASLEE

1980-81: Model United Nations Club, Science Club President, French Club, Republican Party Campaign Worker. 1981-82: Model United Nations Club, Student Senate, Newspaper, Science Club, French Club, Chess Club, Game Concession Manager, Travellers Club, Republican Party Campaign Worker, Convention II, Seminar on Law/Leadership/Government, Youth Involvement Day, Youth Legislative Assembly. 1982-83: Model United Nations Club President, Student Senate, Newspaper, Convention II, Republican Party Campaign Worker, Youth Legislative Assembly, Research on economics and political science, Manager, student store. 1983-84: Model United Nations President, Newspaper Co-Editor, Class Co-President, Key Club Secretary-Treasurer, School Literary Magazine Assistant Editor, Convention II, Who's Who in American High Schools, Student Body President, Board of Trustees' Leadership Award. Bill will enter the UNC-Chapel Hill Class of 1988.



LISA GAY BOADO

9th--Volleyball, Cheerleading, Softball, Drama Club, Chorus, Glee Club, Student Government, Honor roll; 10th--Volleyball, Cheerleading, Honor Committee, Drama Club, Art Award, Yearbook; 11th--Volleyball, Cheerleading, Honor Committee, Drama, Outstanding Artist Award, Art Expression Award, Governor's School Nominee, Art Club; 12th--Volleyball, Honor Committee, Yearbook/Executive Committee, Cheerleading/Captain. Lisa's paintings still grace the walls of O'Neal although she has graduated with honors from UNC-Greensboro where she was consistently on the Dean's List. While at UNC-G she carried a double major in Home Economics and Child Development. Lisa attended graduate school at UNC-Chapel Hill and is presently teaching the second grade class in the Wallace O'Neal Day School.



SUZANNE FORD STINSON

1977-78--O'Neal Art Award, Newspaper, High Honors, Head, Ach. Award, Lt. Mag., Class Pres., V. Tennis; 1978-79--High Honor Roll, Head, Ach. Award, V. Tennis, Class Pres., Lit. Mag.; 1979-80--Honor Roll, Ewing Spirit Award, V. Tennis, Head, Ach. Award, Soc. Sci. Award, Sch. Scholar, Lit. Mag., Gov. Schoo Nominee; 1980-81 Newspaper Ed., Class Pres., Yearbook, Lit. Mag., V. Tennis, Morehead Nominee; Kiwanis Junior Builder's Cup was awarded to Suzanne. Suzy is attending Princeton University where she is majoring in psychology.



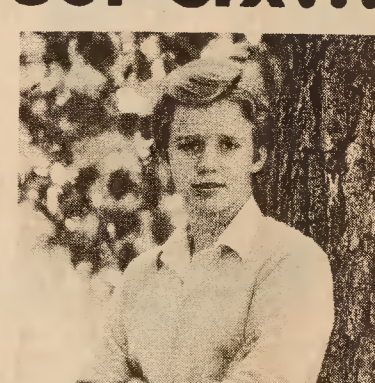
NANCY JANE THOMPSON

1965-77--Honor Committee, Honor Roll, Varsity Tennis; 1977-78--Music Award, Ewing Spirit Award, Honor Roll, Yearbook, Cheerleading, Varsity Tennis; 1978-79--N.C. Honors Chorus, Yearbook, Senate President, High Honor Roll, French Club, School Scholar, Headmaster's Achievement Award, Governor's School Candidate; 1979-80 Yearbook Editor, Tennis, Class President, Morehead Nominee. Jane received the Bachelor of Arts degree in French during spring commencement exercises.



ELIZABETH LYNN TAYLOR

1975-76--Volleyball, Basketball, Softball, Library Asst., Honor Roll, Gourmet Club, Honor Committee, Newspaper, French Club; 1976-77--Volleyball, Basketball, Tennis, Ensemble, Honor Roll, Honor Committee, Yearbook, French Club, Newspaper, Newspaper Award; 1977-78--Volleyball, Basketball, Tennis, Yearbook Editor, Honor Committee, MVP Award--Volleyball, Honor Roll; 1978-79--Volleyball--Captain, Class Pres., Yearbook Editor, Tennis, Basketball. Elizabeth graduated from Sweet Briar College after spending her junior year in France. She is currently in Law School at Wake Forest University.



ROBERT CRAIG BRYANT

1978-79--Jr. National Honor Society, Class Treasurer, NCO Club, Monogram, V. Tennis, Achievement Award English/French, JROTC, Military Honor Roll, Academic Honor Roll; 1979-80--Achievement Award History/English/French, Class Secretary, Military Honor Roll, ROA Certificate--JROTC 3, NCO, JROTC, V. Tennis, Monogram, Academic Honor Roll; 1980-81--O'Neal Art Award, High Honors, V. Basketball, Quiz Bowl, V. Tennis, Honor Committee, French Club; 1981--V. Golf, Newspaper, Who's Who Among American High School Students, Senate V.P.

Bob received a DAR scholarship and is going to college at the University of North Carolina at Chapel Hill where he is enrolled in the School of Journalism.

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