

THE MANETTISM, MANETTA MILLS, MONROE PLANT NEWSLETTERS, 1927-1939

.4 cu. ft. (1 document box)

ABSTRACT

The *Manettism* was the newsletter for the textile mill known as Manetta Mills, Monroe plant, in Monroe, North Carolina. The Monroe plant was originally known as Jackson Mills, and was incorporated in 1913, manufacturing cotton blankets and sheeting. Published by C.W. Walton, Treasurer at Manetta Mills, *The Manettism* included jokes, letters-to-the-editor, and articles about mill workers and their families. It was published by Mr. Walton at his home press from the summer of 1927 until his death in 1938. The final issue in January 1939 is a memorial issue.

This collection contains newsletters.

ACCESS

This collection is open to the public without restriction. The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material.

PREFERRED CITATION

Cite as: *The Manettism*, Manetta Mills, Monroe Plant Newsletters, 1927-1939, Robinson-Spangler Carolina Room, Charlotte Mecklenburg Library

ACQUISITION

Processed by Hannah Cox, 2015.

HISTORICAL NOTE

Benjamin Dawson Heath founded Manetta Mills in Lando, South Carolina in 1896. By 1921, the company was expanding rapidly, and Manetta Mills bought Jackson Mills in Monroe, North Carolina, thereby doubling its production capacity. The Monroe plant was located on the corner of Miller and Heath Streets. The Lando plant remained the company's headquarters, with Monroe as the finishing plant. Cannon was one of the major brands made at Manetta Mills.

The Manettism, was created and printed by C.W. Walton, who was born on September 22, 1885 in Tignall, Georgia. He moved to Lando, South Carolina in December 1903, and accepted a position as a clerk. From there, Walton moved up in the company, took courses in bookkeeping and accounting, left to complete his education at Erskine College, and returned to Lando to take a position as principal of the company school. Following the acquisition of the Monroe plant, Walton became head and Treasurer of the new building. Married to Emma Wilson in 1916, Walton had seven children. On December 22, 1938, he became ill while at his office in Monroe, and died at home shortly thereafter. He was buried in the Monroe cemetery.

The Manettism was initially touted as published “some times” for the mill workers and their community, and later “usually twice each month.” Each newsletter included a cover drawing or picture, some jokes, and letters or articles by contributors about mill workers and community events. The price of a subscription was “Just Let Us Know You Want It.” Walton began printing it during the summer of 1927, and continued until his death in 1938. Its final January 1939 issue contains an obituary for Walton, and several tributes to him.

REFERENCES

Lando Manetta Mills History Center. “About Us.”
http://landomanettamillshistorycenter.com/about_us

The Manettism, “C.W. Walton.” Monroe, NC: 1939.

Monroe, North Carolina—Miscellaneous History. “Mills.”
<http://monroenc.blogspot.com/2012/08/mills.html>

Williams, Paul Scott. *Lando*. Arcadia Publishing, 2007.
https://books.google.com/books?id=hmEB-BpcEV8C&dq=manetta+mills&source=gbs_navlinks_s

RELATED MATERIALS

Cities and Towns—Lando. (CALL NUMBER: NCR VERTICAL FILES)

Heath Family. (CALL NUMBER: NCR VERTICAL FILES)

Mills—Textile—History. (CALL NUMBER: NCR VERTICAL FILES)

Mill Villages. (CALL NUMBER: NCR VERTICAL FILES)

Textile Industry and Fabrics—Individual Mills A-Z. (CALL NUMBER: NCR VERTICAL FILES)

Williams, Paul Scott. *Heath Brothers: The Story of the Heath Family of Upper Lancaster County, South Carolina, Mercantile, Cotton, Banking and Textiles, 1865-1920.* South Carolina: Heath Family Descendants, 2011. (CALL NUMBER NCR: 929.2 H437 W726h)

SCOPE AND CONTENT NOTE

The Manetta Mills, Monroe Plant newsletter collection consists of newsletters published “some times” by and for the millworkers and their community. This collection dates from August 1927-January 1939. Each volume of newsletters is mostly complete, however all except the final volume XII, are missing some issues.

SERIES LIST

CONTENTS	BOX	FOLDER
Collection Container List	1	1
Newsletters		
<i>The Manettism, 1927-1939</i>		
Volume I, August 1927-June 1928	1	2
Volume II, July 1928-June 1929	1	3
Volume III, July 1929-July 1930	1	4
Volume IV, July 1930-May 1931	1	5
Volume V, June 1931-May 1932	1	6
Volume VI, June 1932-May 1933	1	7
Volume VII, July 1933-April 1934	1	8
Volume VIII, June 1934-May 1935	1	9
Volume IX, June 1935-April 1936	1	10
Volume X, June 1936-May 1937	1	11
Volume XI, June 1937-May 1938	1	12
Volume XII, June 1938-January 1939	1	13