

NORTH CAROLINA

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Website: <http://library.duke.edu/specialcollections/>

Hours: M-Th 9 am-9 pm; F 9 am-5 pm; Sat 1-5 pm

Grants and fellowships: The Sallie Bingham Center for Women's History and Culture; The John Hope Franklin Research Center for African and African American History and Culture; and The John W. Hartman Center for Sales, Advertising & Marketing History. Researchers may apply for grants from more than one center. The maximum award per applicant is \$1,000. More information may be found at: <http://library.duke.edu/specialcollections/services/grants/index.html>

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Overview:

The library's collections range from ancient papyri to the records of modern advertising. They number more than 200,000 printed volumes and more than 11,500,000 items in manuscript and archival collections. They support research in a wide variety of disciplines and programs, including African-American studies, anthropology, classics, economics, history, literature, political science, religion, sociology, and women's studies.

Noteworthy collections:

See <http://library.duke.edu/specialcollections/hartman/guides/index.html> for collection guides including agency records, personal papers, radio and television advertising, women and advertising, World War II, tobacco and advertising, and outdoor advertising.

- The Economists' Papers Project

An introduction to and information about collections in the Economists' Papers Project, which consists of the papers of more than twenty-five eminent economists. These collections offer a valuable resource to researchers in the history of economic thought, particularly those interested in twentieth-century economic thought.

- James Redding Grist Business Records (1780-1920). 3,269 items.

Correspondence, accounts, manifests, and other papers, of James Redding Grist, his father, Allen Grist, and of other members of the family. Materials relate to the operation of a general store, trade with the West Indies, Richard Grist's export business in New Bern, NC, J. R. Grist's turpentine business near Wilmington, NC, and his efforts to revive his trade in naval stores after the Civil War. Includes taxation lists, ca. 1815-1816, for Beaufort Co., NC. Correspondents include Henry Toole Clark. A bound volume (shelved and cataloged separately) contains entries relating to the operation of a NC general store and an earlier similar operation in the West Indies. The first half of the volume comprises the Thomas Dickinson ledger from St. Eustatius, West Indies, 1780-1781, with entries documenting payments for rum, madeira, slave clothing, cheese, flour, twine, nails, brown sugar, needles, and other sundries. His relation, if any, to the Grist family is not known. The second half of the volume comprises the ledger of Allen Grist of Washington, Beaufort County, NC, 1813-1816, with

entries for food, spirits, building material, and other sundries. A few entries in each section record slave transactions: money lent for the purchase of slaves, money paid for their labor, or money received for the actual sale of slaves.

- **Textile Mill Records**
Administrative files, financial ledgers and production records of mills can contain information on wages and working conditions of the mills' labor force which included a large percentage of women. Timebooks give names, wages and hours of workers and administrative files may contain information on hiring practices, accident reports, and layout of the plant facilities.
- **Plantation and Slave Records**
Information on the labor and working conditions of slave women is often fragmented and hard to find. Plantation records and the papers of slave traders and families owning slaves can sometimes help to document the working conditions of slave women. Plantation lists and ledgers may contain names, physical descriptions, and work loads of field slaves and house servants. Receipts, bills, and runaway notices may describe an individual's work habits or the conditions under which women were bought, sold, and traded.
- **The Hartman Center for Sales, Advertising & Marketing History in Duke's Special Collection Library**
Acquires and preserves printed material and collections of textual and multimedia resources and makes them available to researchers around the world. Through these collections and related programming, the center promotes understanding of the social, cultural, and historical impact of advertising, marketing, and sales.
- **J. Walter Thompson Company Archives (1862-2003; bulk, 1890s-1990s). 5,000 lin. ft.**
Originally founded by William James Carlton in 1864 under the name Carlton & Smith, the J. Walter Thompson Co. grew to become the largest multinational agency in the world. The JWT Archives represents the most extensive surviving historical record of any advertising agency, and contain over eighty individual collections. Materials represented include account files and advertisements for major clients such as Andrew Jergens, Chesebrough-Pond's, Eastman Kodak, Ford Motor Company, Kellogg's, Kraft, Lever Brothers, Pan American, Seven-Up, and Warner-Lambert; international and competitive print advertisements; corporate, financial, and personnel files; correspondence

and memoranda; records for the Chicago, Detroit, Frankfurt, London, and New York offices; the papers of various JWT executives; writings and speeches; research and marketing reports; press clippings, newsletters, and JWT publications; microfilms; and audiovisual materials.

- Bates Worldwide, Inc., Records (1934-2003 and undated). 784 lin. ft.

Bates Worldwide advertising agency (“Bates”) was established in 1940 by former executives of the Benton & Bowles agency. It grew to become one of the largest agencies in the U.S. until its demise in 2003. The Bates Worldwide, Inc., Records include correspondence, corporate policy manuals, photographs, publications, graphic designs, print advertisements, electronic records and videocassettes that document the activities of this major global advertising agency over the course of its corporate life.

- D’Arcy Masius Benton & Bowles Archives (1929-1989; bulk, 1950s-mid-1980s). 152 lin. ft.

Contains Benton & Bowles agency and client files, print and television advertisements, films, photographs, audio tapes, clippings, research notes, and financial papers primarily created by the New York office. Documents the advertising careers of William B. Benton and Atherton W. Hobler and the 1985 merger of the D’Arcy-MacManus & Masius agency with Benton & Bowles to form DMB&B. Also contains research and publications on the history of Benton & Bowles by Gordon Webber and Frank Smith; television programs created by B & B in the 1950s; materials on employee training, recruitment, and management; and marketing research.

- Gotham Inc. Records (1967-1997). 115 lin. ft.

Advertising agency founded in 1995, successor to several agencies including Laurence Charles Free & Lawson and Daniel & Charles. Collection primarily contains videotapes of commercials produced from 1973-1996 for Gotham’s clients, including Bristol Myers, Gorton’s, American Tobacco products, and Heublien. Also includes slides of print advertisements, laminated print ads, and misc. articles and brochures about Gotham’s predecessor agencies.

- Warwick Baker O’Neill Records (1931-2000; bulk, 1985-2000). 103 lin. ft.

Records of the agency founded in 1939 by John P. Warwick, which operated under various names until its closing in 2001:

Warwick & Legler (1939-1972), Warwick Welsh & Miller (1972-1982), Warwick Advertising (1982-1988), Warwick Baker Fiore (1988-1996). Includes new business documents and pitches, case studies and qualitative research, account planning, employee office files, memoranda and correspondence, storyboards and audio/videotapes of radio/television commercials, print advertisements, scrapbooks, and public relations materials. The major campaign represented is “Crafted With Pride in the USA”; other products and clients include Driver’s Mart, WestPoint Pepperell, Benjamin Moore Paint, US Tobacco (Skoal and Copenhagen brands), Panasonic, Fruit of the Loom, Bausch & Lomb, Bacardi, Heineken, Amstel Light, and Van Munching.

- Wells Rich Greene, Inc., Records (1954-1998). 250 lin. ft. Advertising agency founded in 1966 by Mary Wells (former copy writer for Doyle Dane Bernbach), this fast-growing creative firm was renowned for groundbreaking advertising campaigns from the 1960s until it closed its doors in 1998. Influenced by the countercultural youth movement of the late 1960s, WRG adopted a progressive approach to advertising, epitomized in campaigns for Love Cosmetics. Archives primarily contain print advertisements for clients including American Motors (1969-1972), Benson & Hedges (1960s), Ford (late 1970s), Max Factor (1978-1985), Miles Laboratories (1971-1982), Pan American (1982-1988), and Philip Morris (1972-1990); also includes advertisements for clients represented by WRG during the technology boom of the late 1980s, such as IBM, MCI Communications, and Atari. In addition to print ads, also contains press clippings, promotional materials, and films/videotapes of commercials.

North Carolina was the location of the first successful controlled, powered and sustained heavier-than-air flight, by the Wright brothers near Kitty Hawk in 1903. Today, it is a fast-growing state with an increasingly diverse economy and population. Contents.Â Stream within a Linville community. The Blue Ridge Mountains in the foreground with Grandfather Mountain in the extreme background as seen from Blowing Rock, NC. The Western North Carolina mountains as seen from Sunset Rock in Highlands, North Carolina.