

*South Carolina Political Collections*  
*University of South Carolina Libraries*

**Lottie D. Hamby**  
*(1918 – 2001)*  
**Papers, 1946-2001**

Volume: 6 linear feet

Processed: 2002, by Lori Schwartz

Provenance: Donated by the family of Lottie D. Hamby

Citation Form: Lottie D. Hamby Papers, South Carolina Political Collections, The University of South Carolina

Copyright: Copyright of the Lottie D. Hamby Papers has been transferred to The University of South Carolina.

**Biographical Note:**

Through over twenty years of involvement in the advertising and public relations fields, the all-female firm of Bradley, Graham, & Hamby worked for high-profile political candidates and businesses, and on issues of public interest. Jane Bradley, Cora Graham, and Lottie Hamby received countless accolades from clients on their success, as intimated by James F. Byrnes in a simple tribute, "I like you" [9 Nov. 1954]. His thoughts are echoed, though more extensively in the complimentary words of many other clients.

Bradley, Graham, & Hamby's success is evident in a letter from B.H. Kline of Kline Iron and Metal Co., whose comments are indicative of the firm's clientele reaction. "In the three and a half years your firm has handled our advertising, we have had the soundest advertising program in our history. Your conscientious and well thought out plans for our program, the exact and careful execution of this program, and the splendid service you've given us have meant much to our progress." [29 Nov. 1954].

Strom Thurmond complimented the agency following his successful 1954 write-in campaign for the U.S. Senate, "Realizing what an outstanding job you did of handling the newspaper, radio and television advertising of my campaign, I find words are inadequate to properly express my sincere appreciation. You keenly analyzed the advertising needs of the campaign, systematically and efficiently laid the groundwork for the most effective presentation possible, and spent long hours carefully implementing the program." [2 Dec. 1954].

Hamby, Graham, and Bradley had a broad range of clients and gained particular recognition for their success in managing and promoting political campaigns. These campaigns ranged from local to statewide to regional contests. The firm handled the campaigns of Barry Goldwater in 1964, Ernest F. Hollings in 1958 and 1968, Robert E. McNair in 1966, Donald S. Russell in 1962, South Carolinians for Eisenhower in 1952, and Strom Thurmond in 1954 and 1964. Other accounts represented in the collection include several environmental organizations in the BASF controversy, the All-American City Celebrations for Columbia and Florence, Kline Iron and Steel Co., the 1972 minibottle campaign, the Palmetto Outdoor Historical Drama, the Southern Governor's Conference, and the Tri-Centennial Commission.

Lottie (Dolly) Derieux Hamby was born April 13, 1918 in Columbia, South Carolina to Theodotus Capers and Lottie Derieux Hamby. She graduated from Columbia's University High and continued on to the University of South Carolina where she earned an A.B. degree in French and English in 1938. She then completed some graduate work in French at her alma mater. During the 1940s, Miss Hamby worked as a secretary and a free-lance artist. In 1949, she went to work at Cox Advertising Agency. In April 1951, Miss Hamby co-founded the Bradley, Graham, & Hamby Advertising and Public Relations Agency, Inc., with Cora Doten Graham (d. 1986) and Jane H. Bradley. They based the firm in Columbia. Miss Hamby holds the distinction of being the first South Carolinian to be inducted into the "Foremost Women in Communications in America." She died on June 22, 2001 at the age of 83.

**Description:**

The Hamby papers are comprised chiefly of the records of the Bradley, Graham, & Hamby Advertising and Public Relations Agency. The papers, primarily 1954-1974, consist of 6 linear feet of material arranged into five series: General, Clients, Clippings, Audiovisual, and Oversized.

General papers (.25 linear feet) consist chiefly of correspondence with clients, kept separately by Miss Hamby from client folders in the Clients series. She kept letters from James Byrnes, Robert McNair, and Strom Thurmond, among others, complimenting the agency on their talents and indispensability in coordinating the advertising for their political and business campaigns. The series also includes speech notes and biographical and agency information.

The Clients series (3.25 linear feet) constitutes the bulk of the collection. This series is divided into two sub-series: General and Persons. The files in both sub-series are arranged alphabetically by client name. The General sub-series consists of accounts for businesses or issues of public interest. The Recommendations for Clients folders within this sub-series consist of client advertising and public relations recommendation packets prepared for clients not otherwise documented in the collection. The Persons sub-series documents campaigns for public office.

The firm's involvement in the controversy with Badische Anilin and Sodafabrik (BASF) is the most well-documented of accounts in the Clients series. The firm represented opponents of the proposed construction by BASF of a plant in Beaufort County to manufacture dyes, plastics and petro-based products. Citizens groups, concerned over the potential environmental impact of the plant, began to form in opposition to BASF in late 1969. South Carolinians for a Better Environment, South Carolina Environmental Action, Inc., and the Citizens Association of Beaufort County are the three main groups documented in this collection for their opposition to BASF. According to "Fight with a Giant: A thumbnail synopsis of the BASF controversy," the firm worked to "outline and guide its [the groups] efforts to inform the public of the threat posed by the proposed location of BASF in estuarine waters" [8 Feb. 1972]. Since the agency worked with several citizens groups on this issue, their records for each group overlap. About a third of the BASF records are not attributable to one citizen group and are filed in general folders under BASF.

Newspaper Clippings (.5 linear feet) document roughly half of the agency's clients. Folders typically include examples of the clients' newspaper advertisements not already documented in the Clients series.

Audiovisual Materials (2 linear feet) include photographs, five audio recordings, and a sizable number of slides. Highlights of the slides include McNair's 1966 gubernatorial campaign, Nixon's visits to South Carolina in 1960 and 1973, the 1968 Southern Governor's Conference, and a Bradley, Graham, and Hamby open house in 1967. Four of the audio recordings (1/4-inch reels) are radio spots from the 1972 "minibottle" campaign. The final recording (a 2-inch reel) is Strom Thurmond's September 16, 1964 speech announcing his switch from the Democratic to Republican Party.

Oversized Materials consist of advertisement prints.

## **Series List:**

*General*

*Clients:*

*General*

*Persons*

*Clippings*

*Audiovisual*

*Oversized*

---

## **Box List:**

### **General:**

**Box 1**

Agency information

Correspondence

Personal

Scrapbooks (2 folders)

Speech notes

### **Clients:**

#### **General:**

All-America City:

Columbia, 1965

Florence, 1966

BASF (Badische Anilin and Soda Fabrik), 1970:

General (4 folders)

Advertisements, Print

Appointment book, 1970

Citizens' Association of Beaufort County:

General (2 folders)

Advertisement Research

Correspondence, Rufus Taylor

Letters Used in Ad

Printed Material

Releases

Concerned South Carolinians for a Better Environment:

General

Correspondence (2 folders)

Reference Material:

General (3 folders)

"BASF Controversy: Employment vs. Environment," Nov. 1971

**Box 2**

"The Grass is Greener in South Carolina," n.d.

Laws

Pamphlets

South Carolina Environmental Action, Inc.:

General

Releases

Calhoun Life Insurance Company, 1957-65

Camden Committee, 1971

Carolina Carillon:

1971

1972

Columbia Metropolitan Airport, 1965

Columbia Museum of Art, 1971  
 Five Points Savings and Loan, 1963  
 Foundation for Modern Liquor Regulations and Controls, "mini-bottle" campaign, 1972 (2 folders)  
 Governor's Dinner (Democratic Party), 1967-68  
 Greater Columbia Chamber of Commerce Tourist Commission, 1962  
 Kline Iron and Steel, 1959-60 (2 folders)  
 Mill's Atlas, 1965  
 Palmetto Outdoor Historical Drama Association:  
     *Our Own Free Land*, 1964  
     *Liberty Tree*, 1969  
 Palmetto Tennis Classic, 1973  
 Recommendations for Clients, misc.:  
     A-E  
     F-P  
     R-W  
 Republican Party [GO-Party Bandwagon, spring 1966]  
 Rice Music House, 1957-66

Richland County Civic Center, 1963 Box 3  
 R.L. Bryan Company, 1967-70  
 South Carolina National Bank, 1967  
 Southern Governor's Conference, 1968 [*See also: AV, Slides, Southern Governor's Conference*]:  
     General  
     Information from Coordinator  
     Printed Material  
 Southland Provision Company:  
     General, 1960-64  
     Client Recommendations, 1956-62  
     "Win with Azalea" game show, 1961-62  
     Azalea Hootenanny, Apr. 22, 1964  
 State Fair Association, 1969  
 Tri-Centennial Commission, 1967-70 (2 folders)  
 USC Class Reunion, 1976  
 Miscellaneous

Persons:

General  
 Boineau, Charles E., 1961  
 Busbee, Cyril B., 1966  
 Byrnes, James F.:  
     1955-69  
     1972  
 Chapman, Robert, 1962  
 Eisenhower, Dwight D.:  
     South Carolinians for Eisenhower, 1952  
     "We Miss Ike day," Sept. 22, 1962 [*See also: AV, Slides, Eisenhower, "We Miss Ike day"*]  
 Goldwater, Barry:  
     General, 1964  
     Advertisements, Print, 1964  
     Campaign Material, 1964

Solid South Speaks for Goldwater Committee, 1964 Box 4  
 South Carolina Goldwater for President Committee, 1964  
 Hollings, Ernest F. [Fritz]:  
     General:  
         1958  
         1968 (3 folders)  
     Advertisements, Print, 1968  
     Campaign Material, 1958-68

McNair, Robert:  
    General, 1966 (2 folders)  
    Advertisements, Print, 1966  
    Campaign Material, 1966  
    Government Mansion Brochure, 1967  
    Inauguration activities, 1967  
Moore, Paul, 1972  
Nixon, Richard Milhous, 1960-72  
Russell, Donald:  
    General:  
        1961-63 (2 folders)  
        1964-66  
    Advertisements, Print, 1966  
    Campaign Material, 1962  
    Personal file of Cora D. Graham, 1961-62  
Spence, Floyd, n.d.  
Stephen, James B., 1972-76  
Thurmond, Strom:  
    General:  
        1954  
        1960  
        1964  
        1966  
    Correspondence, 1954-86  
Timmerman, George Bell, Jr., 1954  
Watson, Albert W., 1970, n.d.  
Westmoreland, William Childs, 1974

Clippings:

All-America City, 1964-66  
Busbee, Cyril, 1966  
Camden Committee, 1969-71  
Columbia Metropolitan Airport, 1965  
Columbia Museum of Art, 1971-72  
Dorn, Bryan, 1973  
Edwards, Hartnett, and Kennedy for State Senate, 1972  
Environment:  
    General, 1970-74  
    BASF, 1970 (2 folders)  
Five Points Savings and Loan, 1963  
Foundation for Modern Liquor Regulations and Controls, 1972-73  
Goldwater, Barry, 1964  
Hickel, Walter, 1970  
Hollings, Ernest F., 1958-74 (2 folders)

Kline Iron and Steel Company, 1951-59  
McGovern, George, 1972  
McNair, Robert, 1965-70  
Mill's Atlas, 1965  
Morris, Earle, 1974  
Nixon, Richard Milhous:  
    1960  
    1972-73  
Palmetto Outdoor Historical Drama Association, 1969  
Palmetto Tennis Classic, 1973  
Richland County Civic Center, 1963  
Russell, Donald, 1946-63  
Southland Provision Company, 1961-62  
State Fair Association, 1969

Box 5

Stephen, James, 1972-76  
 Thurmond, Strom, 1954-73  
 Tri-Centennial Commission, 1967-72  
 Watson, Albert, 1970  
 West, John, 1970-72  
 Westmoreland, William Childs, 1974

Audiovisual:

Photographs:

General  
 Columbia Metropolitan Airport  
 Eisenhower, Dwight D. (2 folders)  
 Goldwater Luncheon, Columbia  
 Goldwater, Barry  
 Hamby, Lottie and Cora Graham (2 folders)  
 Hollings, Ernest  
 Kline Iron and Metal Co.  
 McNair, Robert (3 folders; 2 contain negatives)  
 "Preferred American," Andy Griffith  
 Russell, Donald (2 folders)  
 Stephen, Jim  
 Thurmond, Strom

Reels:

Foundation for Modern Liquor Regulations and Controls, "minibottle" campaign [¼ inch reels]:  
 Radio spots, Oct. 1972 and n.d. (3 folders)  
 "Time to Talk," Oct. 26, 1972  
 Thurmond, Strom, "Thurmond Speaks" speech, Sept. 16, 1964 [2 inch reel]

Slides: *[descriptions taken from slide box or slide tray labels]*

Box 6

General

Agnew, Spiro, visit to South Carolina on behalf of Cong. Albert Watson running for Governor:  
 Columbia, Apr. 24, 1970  
 Greenville, etc., n.d.

Bradley, Graham, and Hamby Open House, 1967 [slide tray]

Eisenhower, Dwight D., "We Miss Ike day", Sept. 22, 1962

GOP Dinner, Greenville, 1965

Goldwater, Barry:

Campaign for President promotional slides (filed at end of box 5)

Visit to South Carolina, Sept. 16-17, 1964 (2 folders)

Governor's Dinner Rehearsal at Bradley, Graham, and Hamby office, 1967

Governor's Mansion, 1967 (2 folders)

Governor's Office and misc., 1973 [slide tray]

Hollings, Senator Ernest (Fritz), in Senate office and pictures of mementos, 1967

McNair, Robert:

General (filed at end of box 5)

Beginning of Campaign

Farm

Inauguration, Jan. 1967

Landgrave Smith, McNairs, and J.M. Barnett, Charleston, S.C., Aug. 19, 1967

Opening Campaign Headquarters, Aug. 19, 1966

Pinewood Rally and victory night, 1966, and Palmetto Trials, 1967

Meeting, Derring-Milliken and Harry Dent, 1963

Nixon, Richard, Visit to South Carolina:

Nov. 1960 [as a presidential candidate]

1973 [slide tray]

Russell, Donald, Inauguration, Jan. 15, 1963

'Sin Six' and 'The Group' after 3<sup>rd</sup> Annual Governor's Dinner, Isle of Palms, 1967

Southern Governor's Conference, 1968 [slide tray, with detailed slide inventory]

Super Rally, 1967 [Senator Hollings spoke]

Thurmond, Strom:

State Fair, 1969, showing off gifts for Nixon [with Dolly Hamby and Nancy Thurmond]

Visit to South Carolina, 1964

Oversized