

## **Bull Durham Tobacco** <sup>[1]</sup>

# **Bull Durham Tobacco**

by Robert F. Durden, 2006

See also: [Tobacco](#) <sup>[2]</sup>, [American Tobacco Company](#) <sup>[3]</sup>, [Brown and Williamson Tobacco Company](#) <sup>[4]</sup>, [R. J. Reynolds Tobacco Company](#) <sup>[5]</sup>, [W. Duke Sons and Company](#) <sup>[6]</sup>, [Tobacco Barrels: Hogsheads](#) <sup>[7]</sup>, [Inventions in the Tobacco Industry](#) <sup>[8]</sup>, [Tobacco Belts](#) <sup>[9]</sup>



An 1879 advertisement for Durham's W. T. Blackwell & Co. features the company's trademark bull, used to popularize its tobacco products. North Carolina Collection, University of North Carolina at Chapel Hill Library.

Seeking a name for his manufactured smoking tobacco shortly after the [Civil War](#) <sup>[10]</sup>, John R. Green of [Durham](#) <sup>[11]</sup> drew inspiration from a popular brand of mustard made in Durham, England, that featured the head of a Durham bull on its label. Green chose to use the image of a whole bull, and his trademark—soon the subject of extensive litigation to protect it—became one of the most recognizable product advertisements in the country. Green made [William T. Blackwell](#) <sup>[12]</sup> his partner in 1867, and when Green died two years later, Blackwell bought the entire business from the Green estate. Subsequently, with James R. Day and [Julian S. Carr](#) <sup>[13]</sup> as his partners, Blackwell led the William T. Blackwell Company to a dominant position in Durham's burgeoning tobacco industry. Bull Durham smoking tobacco was widely advertised and was one of the world's best-known American products of the late nineteenth and early twentieth centuries. The 1988 blockbuster film [Bull Durham](#) <sup>[14]</sup>, starring [Kevin Costner](#) <sup>[15]</sup>, [Susan Sarandon](#) <sup>[16]</sup>, and [Tim Robbins](#) <sup>[17]</sup>, brought national attention to both the famous tobacco moniker and the [Durham Bulls](#) <sup>[18]</sup>, Durham's popular minor league baseball team.

### **References:**

William K. Boyd, *The Story of Durham: City of the New South* (1927).

Nannie M. Tilley, *The Bright-Tobacco Industry, 1860-1929* (1948).

### **Additional Resources:**

Julian S. Carr NC Historical Marker: <https://www.ncdcr.gov/about/history/division-historical-resources/nc-highway-historical-marker-program/Markers.aspx?MarkerId=G-101> <sup>[19]</sup>

Advertisement of Bull Durham, UNC

Libraries: [http://mainstreet.lib.unc.edu/projects/tobacco\\_durham/index.php/images/view/132](http://mainstreet.lib.unc.edu/projects/tobacco_durham/index.php/images/view/132) <sup>[20]</sup>

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### **From:**

[Encyclopedia of North Carolina, University of North Carolina Press.](#) <sup>[22]</sup>

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### **Links**

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