

Bull Durham Tobacco ^[1]

Bull Durham Tobacco

by Robert F. Durden, 2006

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



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](#) ^[10], John R. Green of [Durham](#) ^[11] 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](#) ^[12] 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](#) ^[13] 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](#) ^[14], starring [Kevin Costner](#) ^[15], [Susan Sarandon](#) ^[16], and [Tim Robbins](#) ^[17], brought national attention to both the famous tobacco moniker and the [Durham Bulls](#) ^[18], 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> ^[19]

Advertisement of Bull Durham, UNC

Libraries: http://mainstreet.lib.unc.edu/projects/tobacco_durham/index.php/images/view/132 ^[20]

Authors:

[Durden, Robert F.](#) ^[21]

From:

[Encyclopedia of North Carolina, University of North Carolina Press.](#) ^[22]

1 January 2006 | Durden, Robert F.

Source URL: <https://www.ncpedia.org/bull-durham-tobacco>

Links

^[1] <https://www.ncpedia.org/bull-durham-tobacco> ^[2] <https://www.ncpedia.org/tobacco> ^[3] <https://www.ncpedia.org/american-tobacco-company> ^[4] <https://www.ncpedia.org/brown-williamson-tobacco-company> ^[5] <https://www.ncpedia.org/r-j-reynolds-tobacco-company> ^[6] <https://www.ncpedia.org/w-duke-sons-and-company> ^[7] <https://www.ncpedia.org/tobacco/barrels> ^[8] <https://www.ncpedia.org/tobacco/inventions> ^[9]

<https://www.ncpedia.org/tobacco-belts> [10] <https://www.ncpedia.org/civil-war> [11] <https://www.ncpedia.org/geography/durham-city> [12]
<https://www.ncpedia.org/biography/blackwell-william-thomas> [13] <https://www.ncpedia.org/biography/carr-julian-shakespeare> [14]
<https://www.imdb.com/title/tt0094812/> [15] <https://www.imdb.com/name/nm0000126/> [16] <https://www.imdb.com/name/nm0000215/> [17]
<https://www.imdb.com/name/nm0000209/> [18] <http://www.milb.com/index.jsp?sid=t234> [19] <https://www.ncdcr.gov/about/history/division-historical-resources/nc-highway-historical-marker-program/Markers.aspx?ct=ddl&sp=search&k=Markers&sv=G-101%20-%20JULIAN%20S.%20CARR%201845-1924> [20] http://mainstreet.lib.unc.edu/projects/tobacco_durham/index.php/images/view/132 [21]
<https://www.ncpedia.org/category/authors/durden-robert-f> [22] <https://www.ncpedia.org/category/entry-source/encyclopedia->