South Carolina Political Collections
ORAL HISTORY PROJECT

Interview

with

Lottie D. “Dolly” Hamby

University Libraries
University of South Carolina
Interviewer:

John Duffy

Date:

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Location:

Ms. Hamby’s home in Columbia, S.C.

Synopsis:

Ms. Hamby (d. 2001) reflects on her life and career as a partner in the public relations firm of Bradley, Graham and Hamby, of Columbia. In addition to traditional business clients, Bradley, Graham and Hamby managed a remarkable series of chiefly successful political campaigns in the 1950s and 1960s, including those of George Bell Timmerman for governor, 1954; Ernest F. Hollings for governor, 1958, Republican Charles Boineau for the S.C. House, 1961; Republican William Workman for the U.S. Senate, 1962, Donald Russell for governor, 1962, and Robert McNair for governor, 1966, as well as the mini-bottle initiative.

Transcriber:

Dorothy Hazelrigg
[Tape 1 begins]

**Duffy:** This is an interview with Miss Dolly Hamby, it's conducted on the fifth of October, and the time is two-thirty, and we will get into the interview right away if you want, Miss Hamby, unless you want to go ahead and the first question has to do with your background, education, family, and if you would tell us about that.

**Hamby:** I am the older daughter of Theodotus Capers Hamby and Lottie Derieux Hamby. [I was born in Columbia and attended the public schools here. I attended the University of South Carolina earning a Bachelor of Arts with a major in French. At USC, I was a member of TriDelta Sorority, the Damas Club, and was Women’s Tennis Champion.

My father, originally from Georgetown, S.C. and a graduate of North Carolina State, was a civil engineer. My mother spent much of her fairly early years in Richmond, Virginia with her parents and siblings. She was graduated from Richmond College, now Richmond University. My grandfather was a minister and was sent to Greenville. My mother taught French at Greenville Women’s College, now a part of Furman University.] My mother died when I was six and my sister was four. My grandparents' house, my mother's parents, was a half a block away, at 532 Harden, where Finley House now is. And Daddy had one sister and four brothers. He tried to get his sister to come live in our house, and she said that was too much for her. So we moved in with my grandparents and just stayed there.

I adored my grandfather; he did everything in the world for me. They were going to dedicate Owens Field, which is a long way from 532 Harden [Street]. There was to be a parachute jump and a wing walker. We walked out there. And he was close to seventy
years old. I attended the city schools, the University, and did one year's graduate work in French, for a master's.

And [reading from a list of questions prepared for the interview] what attracted me to politics? My grandfather, when I was ten years old, Al Smith was running in the Democratic Convention. My grandfather was originally from Virginia. He was a Baptist and I kept wondering, what will he do, who's he's going to vote for, because Baptists and Catholics are not exactly bosom buddies. I never knew. But I made a sign out of an old shirt carton, "Vote for Al Smith," and put it on my handlebars, and a lot of people called my grandfather and told him I was doing that. He thought that was wonderful. That was my introduction to politics. And at night I could stay up late. Because it was summertime, I didn't have to worry about going to bed early, and I stayed there as long as the convention was on.

The first campaign in which I was involved was Dwight Eisenhower for the state. South Carolinians for Eisenhower was formed. You probably remember that. Mr. Doug McKay and Bill Reamer were the chief organizers of that. There were about three Republicans, and they were hanging on hoping that eventually they'd be able to get some payoff, some way, through [patronage] appointments. There were seven advertising agencies in the state and South Carolinians for Eisenhower had a public relations committee. Each agency that wanted to bid on the account had a half hour to make an oral presentation and was also required to leave a written presentation for them. And our agency at that point was one year old. I wanted that account badly because I liked Eisenhower. And we got it. That was the first one that I had. It was very exciting, and all kind of shenanigans went on in Anderson County, which wasn't unusual, I found out later.

Now the next question, "When did you realize you could forge a career in political campaigning?" We never thought we could do that! That wasn't why we went in business. We had many other accounts, we had Kline Iron and Steel for their radio and television towers, and we advertised them all over the world, literally. We had many others. We did the advertising for WIS Television and for the University Press. We ran some of those ads in the London Times.
Duffy: Let's go back to the firm. How did you happen to become interested in advertising, how did you form the firm?

Hamby: The three of us had been at the University at the same time. I had known Jane [Bradley] earlier than that. And I had met Cora [Graham] at the University when she first came there. And the two of them had gone to work for Cox Advertising. Jane Cox Oliver had formed an advertising agency. Jane first hired Cora, who was working for Carolina Butane in public relations. I was doing research for the president of the University at that time, on the faculty, and such things as that. When Cox found out I could do research, she hired me. That's how. The salaries were not great, but the big deal was, at the end of the year you'd get a bonus. The only trouble with that was that she had one account, Black's Poultry Company, that was an absolute disgrace to the human race. People could order baby chicks by phone on a PI basis, “per inquiry” basis, and half the chicks would arrive dead, and they wouldn't do anything about it. And they didn't pay the bill. So Cox was running a whole hundred thousand dollars in debt, so obviously there were no bonuses.

Jane quit first. Cora and I decided in January of '51 that we just couldn't put up with that anymore. That was just a disgrace, so we went to tell the clients whom we had been handling I was going back to the University, and she was back to Carolina Butane, and Jane was going to work for The State newspaper. And one of the clients said, "Well, why don't you all form your own agency?" Wasn't even our idea, it was his idea. Jane had the money, because she had never spent any money on anything, she was Dean Brantley's daughter. I borrowed $2500 from my aunt, Cora borrowed it from the bank on an insurance policy that she thought was paid up; she'd get it when she was thirty. Only her grandmother got mad because instead of coming back to home, she decided to go to work, and changed the policy to just plain life, payable to her sister on Cora’s death. So that's how we got started. We had nine accounts when we started.

Duffy: These were primarily industrial and mercantile accounts?
Hamby: We had, probably, almost every account you can think of. We never would take a woman's dress account, or anything that was typically for women. That would have just been the ruination, I believe. I may be wrong. We just didn't do it.

Duffy: So this was the first time that you got involved in a political account, and that was with the...?

Hamby: We'd been in business about a year and three or four months when that came up. And Eisenhower missed carrying the state by something like seventeen thousand votes, which we were very proud of.

Duffy: You were awarded that account on a bid basis.

Hamby: Right. We followed Jim Henderson from Greenville, and preceded the Bradham Agency from Charleston.

Duffy: Anyway, you ran the campaign, the Eisenhower campaign, and you mentioned basically you prepared the spots and the...?

Hamby: Newspaper ads and everything. He was coming to Columbia, as a candidate, in October. That was a big deal. More than fifty thousand people were around the State House grounds for that.

Duffy: You appeared on the State House steps, right?

Hamby: Byrnes came down the steps with him. Byrnes made the comment just before Eisenhower came, "I will put loyalty to my country above loyalty to my party and vote for General Eisenhower." He and Truman had had a falling out, as you know. Okay, that brings us to...

Duffy: George Bell [Timmerman’s successful gubernatorial bid] in ’54.
Hamby: We did the same thing. We had billboards, radio, newspaper. There wasn't any TV then.

Duffy: What was your impression of George Bell? He's one of the quieter governors, is my impression.

Hamby: He was the quietest candidate we ever had in our lives, but his father wasn't. His father was a judge, and he argued about the little things and every billboard we had in the state — "I rode down there, and that's not a good place, you get that changed." I kept trying to tell the Judge that when you buy billboard space, they'll tell you approximately where it's going to be, but you can't just choose — "I want this one and that one and that one and that one." That doesn't work that way. I'm not sure we ever got through to him. At any rate, George was really quiet. I saw him any number of times after the race and he was still as quiet as a mouse. Never had a candidate like that before or since.

Duffy: Who did he defeat that year? Who was he running against?

Hamby: Lester Bates. And Lester Bates. What was the magazine, the black magazine? Ebony? Came out with a big endorsement of Bates. That was all we needed. We never used it; we just passed the word around.
Duffy: Tell me, what was your impression of Timmerman? You say he's quiet, but, I guess the question is, what did you think of him personally?

Hamby: Personally, I couldn't imagine him being the governor. To be honest with you, he didn't show to me any leadership qualities or any particular interest in anything. He was just almost like a walking stick. He talked, and that was it. That's unkind but it's true. That's my honest opinion. He was very nice. He had a nice wife. And his father was a genuine pain. Maybe that's why he was quiet all of his life.

Duffy: Because of his father?

Hamby: He didn't have a chance to talk!

Duffy: The next one, I think, is the write-in campaign.

Hamby: Now that was something. The Democratic Party Executive Committee decided that Edgar Brown had done so much for the state, which was true; they would just give him that Senate seat. [U.S. Senator] Burnet Maybank had died in August, and there was plenty of time for them to have a primary, but they didn't. They just named him. And that was a big mistake. People were mad across the state. And [James F.] Byrnes tried to get [Donald] Russell to run for it, and he wouldn't do it. When Thurmond was the judge, he used to come out to where I was playing tennis very often when he was in town on judge business. And somebody would drop out in the doubles match and he'd take their place. The first time he came out, I was playing. I was on the opposing team from him, and being left-handed I always played the left court. And it got time for him to serve to me, and he said, "I won't serve hard to you, little lady." Well, that just teed me off, and I slammed the ball as hard as I could back to him, and he didn't soft-pedal it any more after that. So I had a speaking acquaintance with him. And he was absolutely the busiest man I've ever seen in my life. He went to everything, even though it wasn't absolutely necessary.
He already had been Governor, and he was the first one to appoint women to various positions, in the state government. I was proud of that. And I'm not a woman's libber; I'm not a member of NOW. Cora and I were the first ones they came to see when organizers came, but I think we had the best of all possible worlds before that. But anyway, there was an article this long [very short] in the paper, "Strom Thurmond's Considering a Race for the Senate." And I thought the way they had given the thing to Brown was wrong. They could have done something else. Burnet Jr. tried to get Byrnes to appoint him, and he was hardly old enough to be a senator. So I called Strom in Aiken and asked him if he was going to run. He said, "Yes, I think I am." And I said, "Can we help you?" He knew that we'd been active in the Eisenhower race. And also in George Bell's race. He said, "Yes, I don't have anything. I don't have any headquarters, I don't have any money, I don't have anything." I said, "We'll get your headquarters, and then we can talk after that." So we went to the manager of the Columbia Hotel, and he gave us the whole mezzanine plus a room on the twelfth floor for him and [wife] Jean. And I was crazy about Jean. She was a wonderful, wonderful lady.

So, when it came to the money, I said, "Strom, get about three to five people whom you know from every county to come up here for a meeting." We figured that we would need $350,000 for the campaign. In today's times, that seems ridiculous. But we figured that would do it. And I worked it out on a percentage basis of population, how much each county should contribute, and gave it to Strom. I thought he was going to tell them at the dinner. He gets up there and introduces me and says, "Dolly has a way
for you to raise the money." So here I am standing up telling them, "We need this amount from Aiken, from Anderson," all the way up and down the line. We got it.

[We knew we had a big job ahead of us, not the least of which was to teach people how to vote for a write-in candidate. We had to show how to do this on paper ballots as well as on voting machines. To make this as easy as possible, we had Strom change his name officially from J. Strom Thurmond to just Strom Thurmond. We did ads and TV spots on a facsimile of a real ballot. Of course, we had various slogans such as, “Use your right to Write in,” and “Be a pencil totin’ Democrat.” We had small foot stools made, one for each voting machine, because the space to write in was pretty high.]

Strom is the most indefatigable campaigner I have ever seen in my life. He lost his voice, and one man in Columbia had arranged an enormous rally for him, I mean huge, three to five thousand people were coming, he knew that. And Strom could not speak, so Jean spoke for him, did a wonderful job. And he won handily, as you know. In a way, it was a shame, because they were both qualified, good men. And I think what they did for Edgar was the wrong thing.

**Duffy:** Who were some of the people that were supporting Strom in those days?

**Hamby:** Governor Byrnes supported him.

**Duffy:** Do you remember Robert Figg in Charleston, the attorney? He was a supporter, wasn't he?

**Hamby:** Yes. And, of course, his law partner in Aiken, and the members of the board of the Palmetto Savings Bank. Somebody from Greenville, I can see what he looks like but I can't remember his name to save my life. He had support everywhere.

**Duffy:** Was that Peace? In Greenville?

**Hamby:** Roger Peace, yes, but he's not the one I was thinking of.
Duffy: Mitchell? Greenville Piedmont?

Hamby: No. I think this man was an attorney. He also drank a lot, I remember that because Strom called a meeting one Sunday afternoon, called me to come up, and this fellow was absolutely blootto. He didn't know where he was. I felt like it was a waste of time. About a year later, Strom had already won, and we had gone over to Florence. They'd won the All-American City award, and Dave McLeod was the mayor. He had been for Strom. And he called us to come over and help him put on something. There'd been a big to-do one night. When it was over, we stopped to get some ice cream. Down the road running, comes Strom. He just never stopped. Still, doesn't.

Duffy: The Greenville paper supported him, the Charleston paper, the News and Courier supported him, and the Columbia State supported him, right? So it's a remarkable thing to have that much newspaper support for a write-in candidate.

Hamby: I think a lot of that support was engendered by the way the Democratic Executive Committee had tried to just give the thing to somebody.

Duffy: To Edgar Brown.

Hamby: That was a big mistake. I don't know how they could have been that short-sighted.

Duffy: You managed Timmerman, who was a Democrat, but everybody was a Democrat practically then. Then Thurmond, who was at this time a Democrat.

Hamby: Right. Fritz.

Duffy: And then Fritz Hollings.
Hamby: Now Fritz was fun to work with. He had a headquarters on Gervais Street, but he also rented a room at the Town House, which was a small place in those days, because he couldn't get anything done up there. He'd call me and say, "Meet me over at the private place." And that's when we'd work out ads and copy. He had one quality, one ability, that absolutely astounded me. Of course, Jim Waddell and everybody else would want to come when he was going to do a TV spot or program, and he'd run them all out except me. And he told me how to signal that he had three minutes, four minutes, five minutes, or one minute, or whatever. And they were furious. They wanted to stay and watch him. He had absolutely no script, no nothing. He stood up there and spoke about what he wanted – his brain is just like I don't know what. Hardly any props at all. He just talked. And I gave him a signal for five minutes, four minutes, three minutes, two minutes, and he ended it right on time. He never ran over.

Duffy: So he was an excellent campaigner in his own right. Waddell was his campaign manager, wasn't he?

Hamby: Yes.

Duffy: What was your opinion of Waddell?

Hamby: Two years later, Waddell called us and said he wanted to run for the Senate. And one of the ads that we had run for Fritz, Waddell liked a lot. It was when the program "Have Gun, Will Travel" was so popular. And Fritz said, "I want something like that." I said, "All right. Let's get a picture of you walking with a satchel and an outline of the state on that, and we'll say 'Have Experience, Will Travel.'" Well, he just loved it. And of course that's what Jim Waddell wanted. Fritz was slender, we had to get pins to pin up his jacket, he'd lost so much weight, and [when] we ran an ad like that for Waddell, he looked ridiculous. He really did. I mean, Jim was a little heavy at that time, may still be, I don't know. But anyway, he won. So we handled his campaign. I don't think anything of note happened that I've left out.
Duffy: That was Hollings' '58 campaign?

Hamby: Yes. And Charlie Boineau. Another case of Democrats thinking they could just do what they wanted to do, which they should have known better because Nixon had run for the presidency and had done very well in this state, had carried Richland County. What was the treasurer's name? County treasurer?

Duffy: Oh, Tom Elliott?

Hamby: No.

Duffy: Before Tom?

Hamby: Joe Berry was treasurer. Tom Elliott was a member of the Richland County delegation and the delegation was sick of him. He was a pain to them. The treasurer, Joe Berry, had died and they made Elliott treasurer. So, they were going to give Joe Berry, Jr. Tom's seat in the legislature. Just give it to him. They felt they could pull off the double “gifts.” It was just like the Strom Thurmond thing all over again. And people got together – Gayle Averyt, Howard Love, one of the Walkers, I don't remember who all. They got Charlie Boineau to run [as a Republican challenging Berry in a special election for the House seat]. And you talk about somebody who's good on television, he looked the part. And whenever somebody had a party or something for him, Tom Elliott's out there writing down the license numbers [of] who's attending. He was the county treasurer.

Duffy: And the Democratic boss, I guess.

Hamby: Yes. And we won that one.

Duffy: But Charlie was actually running as a Republican, wasn't he?
Hamby: Yes. And then the Republicans acted so stupid. The year after this election, everybody had to run, and instead of letting Boineau run on the slogan "Save one for me," they decided to run a full slate. I said, "It's not going to work. You're being greedy." They couldn't see it. And some of them that they ran, one of the men, wanted to introduce himself on a program where all of them were appearing, "Good evening, ladies and gentlemen!" I thought, "Oh, my God, I'm embarrassed to be connected with this."

Duffy: You don't remember who that was, do you?

Hamby: Yes, but I'd rather not say.

Duffy: But did you work in that campaign, or that was the next year, the regular election?

Hamby: I didn't fool with that.

Duffy: And the next one is Workman, Bill Workman [seeking to unseat incumbent U.S. Senator Olin Johnston].

Hamby: Well, nobody did much for Bill Workman. You couldn't. Because his wife had all the ideas. It didn't matter what you came up with, she could do it better. For instance, he was going to talk about taxes, and how much of your money it took, and we figured a way for him to say it and to show it so that it would make some sense. And she said, "You don't need to do that. Everybody's familiar with bread. Just get a loaf of bread and slice off a piece." I said, "Wait a minute, Tommy [Mrs. Workman], everybody buys sliced bread. They don't buy unsliced bread anymore." It didn't do any good. He came fairly close to beating Olin Johnston. But that was because Drake Edens spent every waking minute working on it.

Duffy: Drake was one of the founders of the Republican Party, right? Modern Republican Party?
Hamby: Actually, he kind of became that by default. Greg Shorey in Greenville was one of the original Republicans, and a lady in Aiken was another one who preceded Drake. Drake became chairman of the party by default. Nobody else wanted it. He did a good job. He worked like a dog. But he didn't have any common sense.

Duffy: Your impression of Workman when you worked in that campaign; was it he didn't take advice?

Hamby: He did not seem to want to.

Duffy: And his wife, basically, ran it.

Hamby: That's right. At one point along the way, I said something about "There's a meeting at such-and-such a place, both of you are supposed to go." Tommy said, "I can't go. I'm resting up for the menopause." I thought, "God help us."

Duffy: I knew Tommy.

Hamby: And she was a nice lady. I didn't mean to put her down. But this was her husband, and she was going to get him elected.

Duffy: And you also worked for Donald Russell?

Hamby: Yes.

Duffy: And was that the gubernatorial race?

Hamby: Yes, in 1962. We [handled] Fritz [Hollings] against Russell, in '58. And in '61, well, actually, in '58, just before the thing started, Mr. Byrnes called us and asked us to handle Russell. And I said, "Mr. Byrnes, I'm sorry as I can be, we're already committed to Hollings." And actually, I didn't even know Hollings. His friend, Andy
Griffith, of Southland Provision Company in Orangeburg, had gotten us committed because he was one of our clients. In 1961, the year before time to run, the Russells both showed up at the office, would we handle him? And Cora sat in on the meeting and she said, "Give us two or three days to think about it." So they came back in three days, and Cora said, "We'll do it, provided," and she started listing, "Provided, nobody else has anything to do with the public relations, with ads, with anything that has to do with advertising or public relations except us." "Oh, that's fine; that would be wonderful." So we took them, and he was running against Burnet [Maybank,] Jr., Bill Johnston, Olin's brother, I've forgotten the third one, but then there was some Baptist preacher from Charleston, and another man who's anonymous to me. But his one gimmick was, he'd give everybody a pint of whiskey on Election Day. He'd leave it on their step, that's what he was going to do. And there were five in the race, and Russell won it on the first primary. Which was amazing.

Duffy: That was the '62 race?

Hamby: Yes. And then, when he wanted to go to the Senate when Johnston died, Bratton Davis, who had been his campaign manager, called me, and I said, "Bratton, they're thinking about just having Russell resign and McNair will appoint him." I said, "It's not going to work." And he said, "What should he do?" I said, "He should get in that office of the Governor and get on a statewide network, and say, 'I have to appoint somebody, I have asked Mr. Byrnes, the most experienced person in the state, he doesn't want it, please let me know if you have somebody you think would be best for
this." More elaborate than that, but that was the idea. And Donnie [son Donald, Jr.] and [wife] Virginia wouldn't hear of that, no sir. "We'll just get McNair to appoint him. That's easier." And you know what happened. He got clobbered two years from then.

**Duffy:** Did you work in that campaign? The senatorial campaign?

**Hamby:** No.

**Duffy:** But Hollings, after he left the governorship, ran against Olin. Did you work in that campaign?

**Hamby:** No. Olin cleaned his clock. [In 1962, then Governor Fritz Hollings opposed Olin Johnston in the Democratic Party primary. Johnston out-polled Hollings by a margin of two to one and went on to turn back Republican Workman.]

**Duffy:** Yes, I know. But you didn't work in that campaign. Okay. Bob McNair's [gubernatorial reelection bid in 1968]?

**Hamby:** We handled him, and he's delightful. He worked hard unless it was a day, a Saturday, that his son was going to play football at PC [Presbyterian College], and that day was just marked off the calendar. And I admired that.

**/Tape 1, Side 2 begins/**

**Duffy:** What other campaigns do you remember?

**Hamby:** We had Jim Waddell, for Senate. He won. In Aiken County we had Sylvia Westerdahl, she ran for Solicitor. She won twice. And the third time she changed parties. We didn't handle it and she lost. [Westerdahl served as Solicitor of the 2nd
Circuit, c.1977 to 1980.] In Spartanburg County, we handled Paul Moore, for Senator, twice. The second time, he had come early and said, "I want my bumper stickers early," and before he even got them, he was named a judge. And we also handled Jim Steven, who ran for the Senate and won. He's now a judge also. And all those are Democrats. Then Jim Edwards and Tommy Hartnett, both ran for the [state] Senate at the same time in Charleston. We handled them, and they won. And I think that's about it. We handled Goldwater for the state. We got more votes than [Nixon] got.

**Duffy:** What about Jim Edwards? At that time Jim was...

**Hamby:** We didn't handle him for governor.

**Duffy:** But for the state Senate.

**Hamby:** Yes.

**Duffy:** What was your impression of Jim?

**Hamby:** Overly confident. We were in the middle of the mini-bottle campaign, and Tommy Hartnett called me and said, "Dolly, can you please help us?" I said, "Tommy, I can't do anything, I will not handle but one statewide account." He said, "Could you come down to Charleston just for one day and tell us what it would cost for a brochure?" So we went down and did that. Told him exactly what the brochure would cost and everybody wanted the same one. There were three of them, the other one was a retired admiral, he didn't do anything. Few voted for him. The only difference in them was each picture on the front of the brochure. Edwards' picture would be in the one, and the others each of them had their picture, and they wanted bids on ten thousand, so they got those, and Jim was constantly calling, like, Friday night. "I need ten thousand brochures; they're having a big rally for me." I said, "Jim, everybody's going to go on double overtime for the weekend, plus they have to drive them down there for you." Well, his bill kept going up and going up, and political is cash [paid] with [the] order, as you know.
So I told him the second time he ordered them, I said, "Jim, you're going to have to pay up." He said, "Don't worry about it. I'm good for the money." Well, finally, in December he called, and said, "I got to get with you girls. There's something wrong with this bill. You gave me one price for ten thousand brochures, and now the second time, they cost this, and the third time they cost that," and I said, "Jim, if I went in your office, and you said, ‘You have a tooth that really needs to be filled, or pulled,' or whatever, and it's going to cost so-and-so. But if I called you at midnight and asked you to please pull that tooth, would it be the same?" "No." He's not dumb, you couldn't be a dentist and be dumb, but he didn't want to believe that, and the day that he came to the office, I had somebody in my office and he had to talk to Cora. He got right in her face and just shaking his hand at her, "She's trying to cheat me!" And Cora just got up out of her chair and said, "You can just leave. Nobody accuses us of cheating. You just pay your bill." He wrote out the check, in December, and the election was over early in November.

**Duffy:** You mentioned the mini-bottle campaign. You were on that?

**Hamby:** That was great. At the beginning they had a lot of agencies bid on it, and we won it. Our idea was, sell it as moderation. That's exactly what we did. And we did one other thing that I think saved it. The man who was head of the Christian Action Council here, before we ran a radio spot or newspaper ad, we let him see it, to prove that we were trying to do what we said we were going to do. And we even carried Spartanburg County, which was amazing.

**Duffy:** And the whole theme of the campaign was moderation. In other words you wouldn't drink as much if you...?

**Hamby:** An example, we had an announcer stand up. There's a brown bag here, and a mini-bottle here. "You've been in a restaurant, you've seen couples come in there and they bring one of these." "Yes." "And before they leave they drink it all." And everybody's kind of nodding. "Now, if they came in and got one of these, little mini-bottle, they could get two of those and they're not going to get as drunk as they would
from drinking a whole fifth of liquor." And we ran another one that said, "This leads to drunkenness, this leads to control." We were just obvious about that.

Duffy: Now who paid for that campaign?

Hamby: Ben Morris, who was publisher of The State paper, he was the chairman of the committee. It was a regular committee. Where they got the money I don't know.

Duffy: But Ben Morris was chair?

Hamby: Yes.

Duffy: And who else was on that committee?

Hamby: I have no idea. We had to use just one name in all our advertising, and his name was, of course, the one we used. Another thing we did in that, that I think was extremely effective, we had meetings in Charleston, in Florence, in Greenville, and in Spartanburg, and we would schedule a meeting at four-thirty at one place in Charleston, for anybody interested. And then at six o'clock in Charleston, at another place, the media from that area could come. So that they couldn't grab somebody from a crowd and come up with some stupid statement. We did that in all those places. Ben Morris spoke usually, and he'd stand up and say, "Well, all I've got to say is, if you like the miniskirt, you'll love the mini-bottle."

Duffy: You worked, obviously, for both parties. You worked in a period of transition of parties. I mean, Thurmond is a perfect example, I think. Did, at any time, working for both parties prove to be a disadvantage for you?

Hamby: Not at all. One time, Fritz had a lot of his supporters come in. This is in '58. And Cora and I both went, and somebody said, "Fritz, those girls are Republicans!" And Fritz said, "They're not Republicans." And Cora stood up and said, "We're for the
man, not the brand." Just like that. And that quieted that. Many of these people have
called us, and a lot of that, I think, was due to Don Fowler. When Bob McNair was
elected, Don had worked so hard and Bob asked him to chair the state Democratic Party,
and he said, "I will if you can get Bradley, Graham and Hamby to agree to help me, and
do something to try to build this party back up again." And Bob asked us and we did. So
I think Don told a lot of people, various and sundry places, "If you want some help, that's
the firm to call."

Duffy: What's your impression of Don?

Hamby: I like him very much.

Duffy: Because he went on to really big
things.

Hamby: I think he took a bad rap in
Washington, I really do.

Duffy: Yes. Don Fowler

Hamby: I can't imagine Don doing anything that was unethical, immoral or illegal.
I just really can't.

Duffy: But you helped him at McNair's request.

Hamby: Yes. And we put on several programs for the Democratic Party on
television statewide, and I think that helped.

Duffy: Of all these political battles that you were in, which one stands out?
Hamby: I looked at that question a thousand times and it's awfully hard for me to pick one. Everybody would say, "Oh, it must have been Strom Thurmond." I don't think it was. The Boineau campaign was a lot of fun. The Russell campaign, when they still had the stump meetings in that day. And I think maybe that was the one that gave me the most pleasure. Because we went to every single stump meeting. Bill Johnston, Olin's brother, say he'd been in Winnsboro or wherever the county seat of Fairfield is. Then he'd go to Spartanburg, where the county seat is, and forget to change where he was, "It's an honor to be here with you in Fairfield County." He said, "I don't mean Fairfield County, I mean Spartanburg County." And read the rest of his speech. And I think another reason that gives me pleasure looking back at it; he won in the first primary with five people, four opponents. I thought that was terrific. I don't know how good a governor he was. The best governor was Fritz, I think.

Duffy: The best governor in terms of his four years as governor. What about Riley? Where would he fit?

Hamby: Didn't do anything for Riley. We didn't do anything in statewide races, or anywhere there was going to be polls, because if a man doesn't know what he wants to run for, I don't want him getting a poll, "The public is for this and for this and that," and oddly enough, all of them would have three things that they wanted to run on on their own. And to me that's honest. But just to take a poll, and everybody wants this and everybody wants that and then say, "I'm for this and I'm for that, and not for the other," that to me was hypocrisy.

Duffy: So you didn't use polling. Or these focus groups. You didn't use that.

Hamby: Didn't use any of that.

Duffy: What did you use?
Hamby: To know where we stood? Just common sense, I guess. I'd go to the beauty parlors, for example, and there would be a lot of people waiting, and "What do you think about the governor's race?" "I don't pay any attention to politics but I do like so-and-so," and it'd be our candidate. And the same thing at the filling station and the grocery store, and things like that. The polling started, really, I think, maybe with Riley--maybe with John West, I'm not sure.

Duffy: You didn't work in West's campaign. Which was the most surprising to you in terms of the outcome?

Hamby: Probably Russell, because with five people, and one of them being the son of Maybank, I didn't figure he'd make it in the first primary.

Duffy: You didn't figure Donald Russell would make it in the first primary? And that was that wide open race with all those characters in there?

Hamby: He had Bill Johnston and Burnet Maybank, Jr. and these two, the one that was going to give away the whiskey and the other was a Baptist preacher.

Duffy: What other campaigns do you remember that were of interest? Actually, since you knew all these people, Fritz, obviously, you think is about as impressive as any of them. Is that correct?

Hamby: Fritz is an impressive person, just his person is impressive. And about the first thing he did, of course, all of them have their business cards printed, and he'd go to New York to talk to the head of some big company, and he'd pull out his card at the secretary's desk, and say, "I'm Fritz Hollings," and just put his card down, and they'd see that seal and "Governor of South Carolina" – he'd get in. He really, really was a good governor, I thought. Now he worked at least the last two years under distinct disadvantage, his wife was drinking so heavily.
Duffy: That's his first wife.

Hamby: Yes.

Duffy: You say that basically you had no problems getting along with the various people you worked for.

Hamby: That's right.

Duffy: What do you think has changed in terms of what's going on today as opposed to the way politics ran when you were very active in it?

Hamby: I think too many people go by polls.

Duffy: And that they tend to not reflect any kind of stand of their own?

Hamby: The sentiment at that moment in time. But a week from then, if you took another poll then, it'd probably be different.

Duffy: Is there anything else you want to tell us?

Hamby: I think it costs too much. And I think one reason it costs too much, people who run now, even for governor, will have a top aide, press secretary, somebody that they call a scheduler, they'll have four or five or more people. In the other campaigns where we were involved, they'd have two or maybe three plus volunteers. Usually two, the secretary and one other person were paid. I think that's one reason it costs so much. I know that's true nationally. And this election coming up, presidential election, is going to be a donnybrook, any way you look at it. The way Bradley is picking up against Gore, I'm not going to be surprised if Bradley beats him.
Duffy: But that's another big change. The other big change is that there's now a two-party system. When you started, there was just a one-party system.

Hamby: That's right. Well, the Republicans need some stalwarts, some honest to God leadership, and they don't have it in our state.

Duffy: Was it at any point a disadvantage to be women working with these people?

Hamby: The only disadvantage was, we'd want to take clients out to dinner, and we found out that, in the first place, it never was just one of us who went. Too much gossip. Two of us would go. And then, the clients would pick up the bill there. So we'd take them to Forest Lake [Country Club], you know, they can't pick up the bill. That was a disadvantage, but no other. Nobody ever said, "What do they know about this, that or the other?" And I think one good, strong reason for that was Dick Shafto, everybody knew him at WIS-TV and Radio. And he gave us his advertising, and that meant a lot. It didn't mean as much financially as it did, just, "Look, these are good people. They know what they're doing." One account that we had is, I guess you couldn't call it political, but it was a dandy. That was the fight against that BASF plant down in Hilton Head. Charles Wickenberg was on the other side. Every single Representative, the whole Legislature, the Senate, the governor, all of them, were all for it. And you were going to have to win it nationally; you couldn't win it statewide, no way. You couldn't break that down. We ran ads in the New York Times, Charles Fraser and Fred Hack were two main people down there, at the northern part of the island and the southern part of the island, footed the bill for it. And we got so much mail going to various Senators' offices, they were just sending it over to Secretary Hickel, and he finally wrote a letter to Bob McNair in reference to BASF saying that unless they were willing to build a container for the effluent [they could not build for environmental reasons], they were going to crack the naphtha down there. And to show you how dumb people can be, about soliciting industries, under the river there, where the plant works, the aquifer is thirty feet underwater. And you break that aquifer, you get salt water in everything. All the drinking water. And they promised BASF a thirty-four foot depth for the ships to come
in. I mean, that's just dumb. Brantley Harvey was the one who wrote up one of the sale agreement. I've got a copy of that, and there were at least seven different typewriters used on that thing.

**Duffy:** What was Brantley's role in it? Was he a House member then?

**Hamby:** I'm not sure. I don't think he was in office. They just hired him to draw up a paper for the sale.

**Duffy:** But then your firm was the one working with the Hilton Head people.

**Hamby:** That's right.

**Duffy:** Basically beat that.

**Hamby:** And it actually started out with people from Beaufort, and we would run ads in the paper, and ask for people to respond and fill out the coupon, and they'd fill out the coupon and send a letter, "You ought to come to Sumter and see the such-and-such river, one day it runs red and one day it runs green and not any fish in it that can live." And this was going on all over the state. In three weeks, we received 44,000 coupons.

**Duffy:** Is there anything else you can think of, of interest, in the campaigns that you did that stand out?

**Hamby:** I can't think of anything else. I don't know that I've answered what you want to know.

**Duffy:** Yes, I think so.

**Hamby:** How could I not be either Republican or Democrat? I'm independent of both parties.
Duffy: I guess the question, I just happened to notice that you worked with people that I knew that are sometimes at odds with each other.

Hamby: Yes.

Duffy: Or sometimes actually ran against each other, as with Hollings and Russell. Let's go back to that campaign against Johnston; did you work for Hollings then?

Hamby: No. I think he was incumbent lieutenant governor then, wasn't he?

Duffy: Hollings had just left the governorship when he ran against Olin D.

Hamby: No. We didn't handle that.

Duffy: Okay, all right.

Hamby: In the Goldwater campaign, this is one of the amusing things that happened. There had been a Congressman from Sumter, Cotton Ed Smith, and he had a son, I can't remember the son's name except Smith. And he'd go to rallies everywhere, and he'd stand up and say, "I tell you this right now, come hell or high water, we're going to elect Goldwater!" And everybody would just burst out applauding and clap and clap and the more they clapped the louder he said it the next place. There were some amusing things that happened along the way. When McNair was running for governor, what was Fritz running for? Senate, maybe. [In 1966, Hollings was opposing incumbent U.S. Senator Donald Russell in the Democratic primary to fill the unexpired term of Olin Johnston while McNair was running for a full term as Governor. Hollings was elected to the Senate over Russell in the primary and Republican Marshall Parker in the general election.]

Duffy: Fritz was running for Senate after his term as governor, yes.
Hamby: Fritz was running the year that McNair was running for a full term as governor. Anyway, Crawford Cook and Lee Ruef were handling Fritz. And we were handling McNair. And they came over to Martin Robert's restaurant, where we were, having dinner one night, and Crawford said, "I wish you'd get McNair out of the race." I said, "What are you talking about?" "He's just killing us. People just don't like him." I said, "You're crazy. We're running ahead of you right now, I'll bet you." And we were. And Bob won it easily and Fritz had a long wait after the election to know that he had won.

Duffy: You've worked with virtually everybody I know in the field at some point.

Hamby: Yes.

Duffy: Okay. And did you give me an impression of McNair as governor?

Hamby: I think he was a good governor.

Duffy: What's the last political campaign you worked in?

Hamby: Robert McNair.

Duffy: Who was the President of the University who you worked for?
Hamby: Rion McKissick. I loved him. The teachers and students respected him. “Men and women of Carolina,” he called us. And some of the football players got out of hand on April Fool's Day and raised all kind of hell up and down Main Street, and he called a special meeting and everybody went to the Horseshoe, and he let us know that that kind of conduct was unbecoming ladies and gentlemen, and he wasn't going to tolerate it. This was when Don McAlister was the football coach, he'd come here from Ohio. And he brought some people, I swear, one of them looked like the missing link in the Darwinian Theory; his hairline started about there [at eyebrows], he had no forehead at all.

Duffy: But basically, you were here at Carolina, that would be in the ‘40s. He died, if I'm not mistaken, in '45?

Hamby: No, I went to the University when I was sixteen, and I finished in 1938, and I went back in '40 to get a master's.

Duffy: What was the University like back then?

Hamby: There were two thousand students. All the professors knew you and knew your name, and you had professors, you didn't have graduate students [as teaching assistants]. Honestly, if I had married and had children, and sent a child to college and paid for it, and he's being taught by a graduate student, I'd be mad!

Duffy: Who were some of the professors that you had that you remember?


Duffy: Ferrell.
Hamby: His notes were so old they had turned yellow. In his class, I'd take my pen and mark my watch, and I'd look what must be fifteen minutes later, and four minutes had passed. He was the most boring man I ever listened to.

Duffy: You remember any history professors that didn't bore you? Just out of curiosity.

Hamby: I had only two, Ferrell and Childs, and both bored me; they really did. I didn't like history, and that's awful not to like history. I love it now. But they really were boring. Of course, my freshman year we studied European history from the beginning of recorded time in one semester. Then we covered the United States in the second semester. And I really wanted to know why they didn't all just smell awful. And that kind of fool thing. What did they eat. I have a feeling that that's how incense started in the church, so people could smell something other than each other.

Duffy: I think you're right.

[Tape 2 begins]

Duffy: We were talking about your University career, but I'd like to just ask you if you want to sum up your career and how you feel about it, high points...

Hamby: Well, when I went I loved it. It's so big now; I don't think I'd like it.

Duffy: Also thinking of your career in business, too.

Hamby: I never had a course in journalism, or anything. I don't think Jane or Cora did either. I think advertising is the only thing that really would have suited me. I loved to play tennis, and of course, when you start your own business, people say, "Oh, that's wonderful, you can do whatever you please." You can't do anything! If you've got thirty
accounts, you've got thirty bosses and each one thinks he's the only one. But I wouldn't change it. No two days are ever exactly alike. And I liked that. I signed up for four education classes to please my grandmother with this teacher business. And I went to one class, one time in each of the four. And I thought, "Man, this is too dumb, this is just stupid."

[Advertising and public relations let you, at times requires you, to use almost everything you've learned. I always had a broad range of interests, so that profession just fit. I wouldn’t change anything I learned, I’m just grateful to have had such a life.]

[End of interview]