



Guide to the Paris Cleveland Gardner Papers, 1834-1976

This collection guide was produced in .

This PDF version was created on **April 2, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

103 Perkins Library, Duke University

Durham 27708-0185

919-660-5822

askRL@duke.edu

URL: <http://library.duke.edu/rubenstein/>

Table of Contents

Summary	3
Background	3
Administrative Information	5
Names and Subjects	6
Collection Inventory	7
Information Folder	7
Correspondence Series	7
Legal Papers Series	7
Printed Materials Series	8
Miscellany Series	8
Clippings Series	8
F.T.C. Files Series	8
Packets Subseries	9
Alphabetical Files Subseries	12
Secondary Reviews Subseries	15

Summary

Collection Title:

Paris Cleveland Gardner papers, 1834-1976

Creator:

Gardner, Paris Cleveland, 1887-1974

Extent:

5.4 Linear Feet
3,156 Items

Physical Location:

For current information on the location of these materials, please consult the Library's online catalog.

Language:

English

Language:

English.

Collection ID:

RL.00434

Permalink:

<http://library.duke.edu/rubenstein/findingaids/gardnerp/>

Preferred Citation

[Identification of item], The Papers of Paris Cleveland Gardner, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

The papers of Paris Cleveland Gardner span the years 1834 to 1976, though they fall chiefly in the period 1920 to 1951. They consist of correspondence, legal papers, case files, printed matter, and clippings.

Included are some papers relating to Gardner's personal life and affairs in Cleveland County, N.C., and in Oklahoma. Of particular interest is correspondence relating to local, state, and national Democratic Party politics and elections in North Carolina in the 1920s and 1930s. Correspondents of note in this group include Richard Fountain, O. Max Gardner, and Robert R. Reynolds. Also present are some case files relating to Gardner's private legal practice, including the 1917 case of Leroy Cowthen, a member of the International Workers of the World (I.W.W.) who was being harassed; the investigation of the Humphreys family claims to the title of a profitable oil field near Beaumont, Tex.; and a file on the Shelby (N.C.) Building and Loan Association. Also included in a file of miscellaneous material is some genealogical material on the Harman family.

By far the bulk of the papers are represented by the Federal Trade Commission files. As an attorney-examiner with the F.T.C. between 1941 and 1962, Gardner worked with cases involving alleged deceptive advertising practices in the print media and radio. The individual files contain factual summaries of evidence in each case as well as occasional recommendations for action.

While the files here probably do not represent a complete record of Gardner's work with the F.T.C., they do provide ample illustration of the methods and practices of the government as it attempted to regulate false and misleading advertising.

Most of the cases represented in these files went through the office of Gardner's superior, D. B. Gatling, who was Chief of the Division of Radio and Periodical Advertising. The F.T.C. files in the so-called "Packets" and Alphabetical Files contain documentation regarding routine complaints about mostly small proprietary companies, though there are exceptions - most notably, the series of files on the American Tobacco Company, relating principally to misuse and distortions of testimonials from tobacco buyers and smokers in advertising. For the most part, the cases in these files rarely went beyond the preliminary stages of investigation. The "Secondary Review Files" are generally more substantive, representing cases on which some sort of action was taken. Also included are some of Gardner's personnel files from the F.T.C. While the reason for their inclusion with the case files is not altogether clear, the original order and contents of these files has been maintained nevertheless.

Biographical/Historical

Chronology

Date	Description
1887 Jan. 7	Born, Shelby, Cleveland County, N.C.
1916	LL.B., University of North Carolina.
1916-1924	Practiced law in Hominy, Osage County, OK
1919	Married Tazewell Lloyd of Chapel Hill, N.C.
1924-1939	Practiced law in Shelby, N.C.
1926-1932	Solicitor of Recorder's Court, Cleveland County, N.C.
1939	Relocated to Chapel Hill, N.C.
1941-1962	Staff attorney, Federal Trade Commission, Washington, D.C.
1974 Sept. 16	Died, Chapel Hill, N.C.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

103 Perkins Library, Duke University
Durham 27708-0185
919-660-5822

askRL@duke.edu

URL: <http://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

The status of the copyright interests in these papers is unknown. For further information, see the section on copyright in the Regulations and Procedures of the Rubenstein Library.

Acquisition Information

The papers of Paris Cleveland Gardner, lawyer and politician of Cleveland County, N.C., and Washington, D.C., were acquired by the Rubenstein Library through gift in 1975.

Processing Information

Processed by: Steve Hensen

Completed January 10, 1989

Encoded by Stephen Douglas Miller

[Return to Table of Contents](#)

Names and Subjects

- Advertising -- Tobacco trade
- Lawyers -- North Carolina
- Deceptive advertising

- Cleveland County (N.C.) -- Politics and government
- United States. Federal Trade Commission
- Reynolds, Robert Rice, 1884-1963
- Humphrey family
- Industrial Workers of the World
- Gardner, Paris Cleveland, 1887-1974
- Gardner, Paris Cleveland, 1887-1974
- Fountain, Richard Tillman, 1885-1945
- Gardner, Oliver Max, 1882-1947
- American Tobacco Company
- Democratic Party (N.C.)

Collection Inventory

Information Folder

Scope and Contents note

Contains biographical information on Gardner and his family; material on the structure and operations of the F.T.C.

[Return to Table of Contents](#)

Correspondence Series

Scope and Contents note

Principally personal correspondence relating to real estate interests in Oklahoma and politics in North Carolina and Cleveland County. Arranged chronologically.

Correspondence, 1919-1943 and undated

Box 1

Physical Description: 4 folders

[Return to Table of Contents](#)

Legal Papers Series

Scope and Contents note

Includes correspondence, legal papers, clippings, and other papers relating to legal cases with which Gardner was involved. Arranged alphabetically.

Leroy Cowthen case, 1917

Box 1

Crowell vs. Crowell, 1920-1924 and undated	Box 1
Humphreys family case, 1834-1932	Box 1
Shelby and Cleveland County Building and Loan Association, M. A. Gardner residence, 1928-1929	Box 1
Legal papers, 1926-1931 and undated	Box 1

[Return to Table of Contents](#)

Printed Materials Series

Scope and Contents note

Includes campaign brochures, broadsides, flyers, advertisements, sample ballots, printed speeches, etc., almost all from North Carolina.

Printed materials, 1918-1935 and undated Box 1

[Return to Table of Contents](#)

Miscellany Series

Scope and Contents note

Includes Cleveland County, N.C., political lists, Harman family genealogical material, and other materials.

Miscellany, 1926-1948 and undated Box 1

[Return to Table of Contents](#)

Clippings Series

Clippings, 1918-1936 and undated Box 2

Physical Description: 3 folders

[Return to Table of Contents](#)

F.T.C. Files Series

Includes subseries: Packets, 1-13; Alpha Files, A-W; and Secondary Review Cases, 1948-1951.

Packets Subseries

Packet 1: Active Clothing Co.; Allegany Oil Co.; American Cigarette and Cigar Co.; Aurex Corporation; B. T. Babbit, Inc.	Box 2
Packet 1: Burbrooke Mfg. Co. et al.; Buschs; Colony House	Box 2
Packet 1: Cosmetic industry	Box 2
Packet 2: Capital City College, Inc., et al.; Cello-Plastic Chemical Co.; Ceres Lunch, Inc.	Box 3
Packet 2: M.A. Chapman & Son; Chaston; Cigarette Investigation	Box 3
Packet 2: Clean-Rite Vacuum Stores	Box 3
Packet 2: Clopay Corporation; Louis Cohen, et al.; Colorcrete Industries, Inc.; Colorthru Chemical; Combustion Service, Inc.	Box 3
Packet 2: Combustion Service Co.; Comfort Manufacturing Co.; OOFK Retail Liquor Dealers Assoc.	Box 3
Packet 2: Electrovox Company; Elmira Steel Co.; Emerson Drug Co.	Box 3
Packet 3: H.D. Fine, et al.; F.W. Fitch Co.; Forty Second Street Photo Shop; Francis Keil & Son, Inc.; Freilay & Sons, Inc.	Box 4
Packet 3: General Electric Co.; General Motors; Globe Laboratories; Louis Goldberg (ACME Mail Order Houses); Good Value Bargain House	Box 4
Packet 3: Goulard & Clean, Inc.; Gulf & West Indies Co., Inc.; Earl Hall (United Watch Co.); Harding Glass Company	Box 4

Packet 3: Hercules Liquor Products Corp., N.Y.; C.L. Hoffman Corp.; Home Service Co., et al.	Box 4
Packet 3: Hoover Manufacturing & Sales Co.	Box 4
Packet 3: H. G. Hornbrook (Apex Oil Product Co.); C. Howard Hunt Pen Co.; J.M. Hughes	Box 4
Packet 4: International Research; Interstate Home Equipment Co., Inc.; Jackson Research Labs	Box 5
Packet 4: David Jacobs & Allied News-Photo Service Corp.; B. Jadow Inc.; Kaplan & Lacoff; Katz Drug Co.; Harry Kaufman, Inc.	Box 5
Packet 4: Milton S., Kronheim & Son, Inc., et al. (second investigation); Kruset	Box 5
Packet 4: The Kenyon Studies; Koh-I-Noor Pencil Co., et al.	Box 5
Packet 4: Kopy Kat; The Korby Co.	Box 5
Packet 4: Lane Drug Co.; Lee Products Co.; Lekas & Drivas; Long's	Box 5
Packet 4: Lion Oil Refining Co.; London Handkerchief Co.; Londonderry, Inc.; MacMillan Petroleum Corp.; R. H. Macy & Co.; Majestic Metal Novelty Co.	Box 5
Packet 5: Marco Company, Inc.	Box 6
Packet 5: Mira-Glo Products, Inc.	Box 6
Packet 5: Merck & Co., Inc.; Nylo Company, Inc.; O'Cedar Corp.	Box 6
Packet 5: Penn Poultry Service	Box 6
Packet 5: Perfect Brush Manufacturing Co.; Peter Morton Sportsware, Inc.; Printwell Co., et al.; C.W. Products Co.; Rex Remedy Co.; Rice Sticks Dry Goods Co.; A. Rabin; Ruckel Manufacturing Co.	Box 6

Packet 6: P.C. Gardner Medical Claim	Box 6
Packet 7: American Tobacco Co.	Box 7
Packet 8: Gardner, P. C. - Official Efficiency Rating; Application for Leave; Efficiency Rating; New and old forms of contact letters	Box 7
Packet 8: Secondary Reviews, 1949 July-1950 Mar. See also 12	Box 7
Physical Description: 5 folders	
Packet 8: American Tobacco Co., 1	Box 8
Packet 9: American Tobacco Co., 2, interviews of witnesses	Box 8
Packet 10: American Tobacco Co., 3	Box 8
Packet 10: American Tobacco Co., 4	Box 8
Packet 11: Parr Vitamin Co., et al.; Pioneer Publications, Inc.; Sea Island Mills, Inc.; The Sealtex Co.; Seartha Associates, Inc., et al.	Box 8
Packet 11: Siegel Rothschild Gans Brothers, Inc.; The Silex Co.; Somerville Mfg. Co.; Southern Chemical Co.; Joseph Sperling	Box 8
Packet 11: Steelco Stainless Steel Co., Inc.; Stone-Tarlow Co., Inc.; Students Book Co.; E.Z. Suds Products Co.	Box 8
Packet 11: The Sullivan Co.; Thomas B. Keen Co., et al.; Tomlinson of Highpoint	Box 8
Packet 12: R.M. Taylor Co.; Turbanwav, Inc.; William C. Tyson	Box 9
Packet 13: Unnamed automobile dealers, 1:1	Box 9
Packet 13: Unnamed automobile dealers, 1:2	Box 9
Packet 13: Unnamed Tobacco Manufacturers; United States Shoe Corp.; U.S. Surplus Commodities Co., Inc.; Vanleigh Furniture Co., Inc.; Vit-O-Cel Dietaids Co., et al.	Box 9

Packet 13: Waldmere Hatcher, et al.; Walsh Refractories, Corp.; Washington Tobacco Co.; Western Electric Co., Inc.; Williams Gold Refining Co., Inc.; Willys-Overland Motors, Inc., et al.; Zenith Radio Corp.	Box 9
--	-------

Alphabetical Files Subseries

A-B:	Box 10
The American Polish Co.;	Box 10
American Tobacco Co. (memo);	Box 10
Beaverton Bulbs;	Box 10
Bristol-Meyers Co.;	Box 10
Builders Products (Easter Small) trading as Builders Products;	Box 10
Burton Sales Co.	Box 10
C:	
Chattanooga Medicine Co.;	Box 10
Certa-Vin Co.;	Box 10
Chicago Roller Skate Co.;	Box 10
Consumer Credit vs. P.C. Gardner;	Box 10
Courant Distributing Co.;	Box 10
D-F:	
Dandruff Corp.;	Box 10
Enterprise Paint;	Box 10
Florence Etta's Wyo-Min-Pro, Inc.;	Box 10
Foley & Co.;	Box 10
Franksville Specialty Co.	Box 10
G-H:	
Garlick-y Laboratories;	Box 10

Gates Rubber Co.;	Box 10
Gum Laboratories, Inc.;	Box 10
H-A-P-I-A Distributors;	Box 10
House of Marshall;	Box 10
Hydro Power Sales, Inc.	Box 10
J-L:	
Janney-Semple Hill & Co.;	Box 10
Jewel Promotions;	Box 10
Kelife Products, Inc.;	Box 10
Knomark Manufacturing Co.;	Box 10
Dr. Larson's Calf-Nipple Feeder	Box 10
M:	
Marcellus Co.;	Box 10
Mils, Inc.;	Box 10
Milter Products;	Box 10
Miner's Medicine Co., et al.;	Box 10
Miss Ruth, Inc.;	Box 10
Mogelewsky	Box 10
N:	
New Book Company;	Box 11
New York Tailors	Box 11
O-Sc:	
Oregon Drug Products;	Box 11
Perma Plastic Products	Box 11
Pierce & Stevens, Inc.;	Box 11
Premier Knitting Co., et al.;	Box 11

Rest-Well Bed Board Co.;	Box 11
Ansel W. Robison Co.;	Box 11
Scientific Electric Co.;	Box 11
Scotch Woolen Mills;	Box 11
I Schwartz	Box 11
Sea:	
Sears, Roebuck & Co.	Box 11
Sem-Sw:	
R.B. Sealer, Inc.;	Box 11
Shemano's Hair & Scalp Method, Inc.;	Box 11
"Slack Filled" Griffin Smtih;	Box 11
Sonotone Corp.;	Box 11
Standard Chemical Mfg. Co.;	Box 11
Standard Dry Wall Products, Inc.;	Box 11
H.A. Stuart Co.; H. Swartz; Sweet Brier, Inc.	Box 11
TV:	
Talbo, Inc.;	Box 11
Tecots Products Co., Inc.;	Box 11
The Texas Co.;	Box 11
Theobald Industries;	Box 11
Tower Eye Glass Co.;	Box 11
Townsend National Weekly, Inc.;	Box 11
Joseph Triner Corp.;	Box 11
Van Patton Pharmaceutical Co.;	Box 11
Viewtone Television and Radio Corp.	Box 11

W:

W & M Products Co.;	Box 11
Whitehall Pharmacal Co.;	Box 11
Wildroot Company, Inc.	Box 11

Secondary Reviews Subseries

Secondary Reviews 1948 Jan.-1950 July See
also packet 8 for 1950 Mar. Box 12

Physical Description: 8 Folders

Secondary Reviews 1950 Aug.-1951 Aug. Box 13

Physical Description: 7 folders

Miscellany: Worksheets for 1948-1951,
Division of Radio and Periodical Advertising;
Index of Active cases, 1949 Feb. Box 13

Miscellany: Independent Tobacco Experts
Survey, 1941. Box 13

[Return to Table of Contents](#)