



Guide to the Carol C. Weaver Papers

Collection Overview

Identifier	2017.17
Creator	Weaver, Carol C., 1917-1995
Title	Carol C. Weaver papers
Dates	1946-1978
Extent	4 folders
Language	The materials are in English.
Repository	Dallas Historical Society
Source	Gift of Chase Weaver, 2016.

Abstract

The Carol C. Weaver papers are primarily made up of correspondence and photographs relating to Weaver's career in advertising and radio. It spans from 1946-1978 and highlights Weaver's work with organizations such as the Dallas Morning News and Dallas Community Chest. Additionally, the collection contains various printed material such as pamphlets and newspaper clippings.

Biographical Note

Carol C. Weaver was a radio host and promotional arranger in Dallas, Texas. Weaver was born in February of 1917, and moved to Dallas in 1942. She was known for her career in advertising, working with organizations such as the Dallas Morning News, Dallas Advertising League, Rogers & Smith Advertising, Radio Station WRR, and the Community Chest of Dallas. At the Dallas Morning News, Weaver oversaw radio and television promotion.

She was named Most Valuable Member of the Dallas Advertising League in 1962. Weaver was known as the "Candy Lady" for the Joe Franklin Meyers candy company. She also appeared in television commercials for Mrs. Baird's Bread from which she gained the title "Granny Weaver." Weaver died of complications from emphysema on May 12, 1995.

Scope and Content

This collection consists of materials pertaining to the career of radio performer and promotional arranger Carol C. Weaver. It spans from 1946-1978 and highlights Weaver's work with organizations such as the Dallas Morning News and Dallas Community Chest. The collection is made up of correspondence, photographs, programs, and newspaper clippings.

Subjects

People

Weaver, Carol C., 1917-1995

Topics

Advertising

Journalism -- Texas -- Dallas

News agencies -- Texas

Radio journalism

Women in advertising

20th Century (1900-1999), United States -- Texas

Organizations

Community Chest (Dallas, Tex.)

Dallas Advertising League

Dallas Morning News

Places

Dallas, Texas -- History

Arrangement

This collection is arranged in three series:

Series I. Correspondence, 1953-1958

Series II. Printed Material, 1948-1978

Series III. Photographs, 1945-1962, undated

Access Restrictions

Open for research by appointment only.

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Preferred Citation

This collection should be cited as: [Identification of Item], Carol C. Weaver papers, 2017.17, Dallas Historical Society.

Container List

Series I: Correspondence, 1953-1958

This series consists of the correspondence related to Carol C. Weaver's career in radio and advertising.

Folder 1: Correspondence, 1953-1958

Series II: Printed Material, 1948-1978

This series contains pamphlets, newspaper clippings, and miscellaneous printed material related to Carol C. Weaver's career in advertising and the history of Dallas, Texas.

Folder 2: Pamphlets and newspaper clippings, 1948-1978

Folder 3: Dallas history, 1976

Series III: Photographs, 1945-1962, undated

This series contains photographs related to Carol C. Weaver's career in radio and advertising.

Folder 4: Carol C. Weaver, 1945-1962, undated