

JAMES B. DUKE

SPIRIT OF GENIUS. LEGACY OF HOPE.



“It will be seen that I have endeavored to make provision in some measure for the needs of mankind along physical, mental and spiritual lines...”

James B. Duke

Indenture of Trust, 1924

Based in Charlotte and established in 1924 by James B. Duke, The Duke Endowment is a private foundation that strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits.

James B. Duke

THE DUKE ENDOWMENT

THE LIFE OF A VISIONARY

1856

James Buchanan Duke is born on December 23 to Washington and Artelia Roney Duke at the **Duke Homestead**, a farm near Durham, North Carolina, which is now a well-preserved historic site.



1850

1864

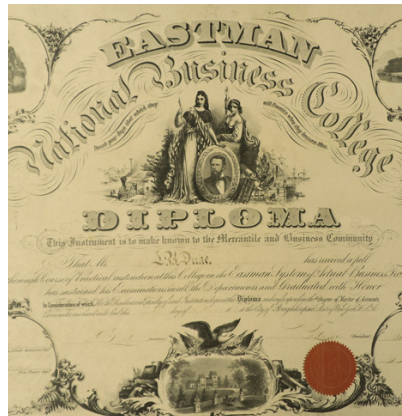
James Duke's father, **Washington Duke**, joins the Confederate Army and reports for duty in Charleston. James' teenage brother, Brodie, serves with Major Gee at a Confederate prison at Salisbury, N.C. With no mother to raise them, James and his other siblings, Ben and Mary, are sent to live with their maternal grandparents.



1860

1872

James is sent to New Garden school, where his brother Ben has been studying. Homesick for his life on the farm, he returns home before the semester ends. He would later attend the **Eastman Business College in Poughkeepsie, NY**.



1870

1881

Washington, James and Ben form the tobacco enterprise **W. Duke Sons and Company**, which gambled on a cigarette-producing machine, an investment that quickly made the company the largest manufacturer in the nation.



1880

1890

James and Ben work together in business and in philanthropy and welcome their sister, Mary Duke Lyon, as an early partner in the **family endeavors**.



1890

1905

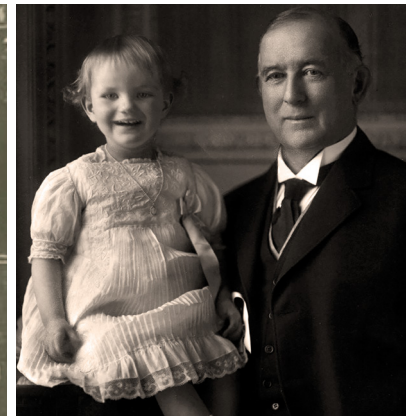
Construction begins on **Great Falls power plant**, located on the Catawba River in South Carolina. James' primary focus is selling power to the textile industry to create employment opportunities and reduce poverty in the Carolinas. Growing demand for residential service led to a new division at Southern Power, which would be renamed **Duke Power** in 1924.



1900

1912

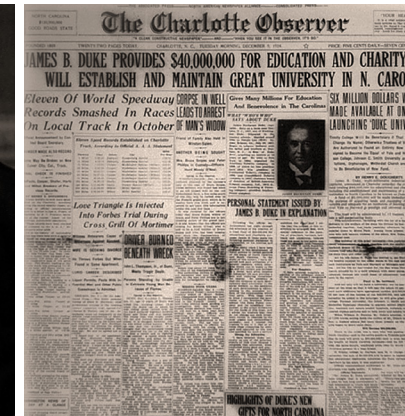
Doris Duke is born, the only child of James and Nanaline Duke. After inheriting the bulk of her father's estate in 1925, Doris followed in his philanthropic footsteps, actively supporting several public causes including the arts, historic preservation and the environment, as well as establishing the Doris Duke Charitable Foundation.



1910

1924

James Duke signs the Indenture of Trust on December 11 **establishing The Duke Endowment** with a \$40 million gift. The private foundation supports vulnerable children, higher education, rural churches and health care in the Carolinas. On that same day, Trinity College becomes Duke University, named in honor of Washington Duke and his family.



1920

1858

James is two years old when his brother, Sydney, and his mother, **Artelia Duke**, die from typhoid fever. Washington is left to raise Brodie, James, Ben and Mary on his own.



1865

Nine-year old James, also called "Buck," and his brother Ben help their father start a tobacco business at their **Orange County (now Durham) farm**. The three begin manufacturing their own brand of smoking tobacco called "Pro Bono Publico" and the business grows quickly from 15,000 lbs. of tobacco manufactured in 1866 to 125,000 lbs. in 1872.



1874

Washington sells the family farm and moves in hopes of expanding his tobacco business. Washington builds a new tobacco factory on **Durham's Main Street**, which was also home to Blackwell and Company, producers of the popular "Bull Durham" tobacco brand.



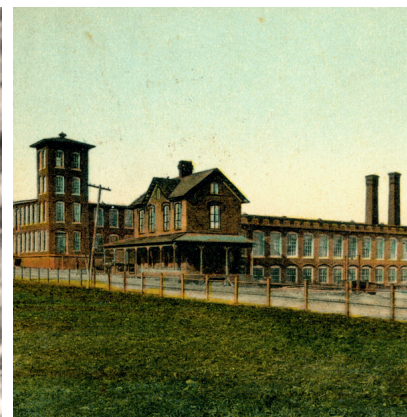
1884

At 28, James emerges as the president of what would become the **American Tobacco Company**. Within a decade, the company would be a multinational corporation controlling various components of tobacco production, until 1911, when the U.S. Supreme Court ordered its dissolution within the prohibitions of the Sherman Antitrust Act.



1892

The Duke family ventures expand to the textile business, with financing of the **Erwin Cotton Mill**. As their textile interests develop, the need for economical power leads the Dukes into the hydroelectric generating business.



1907

James marries his second wife, **Nanaline Holt Inman**, from Macon, Georgia.



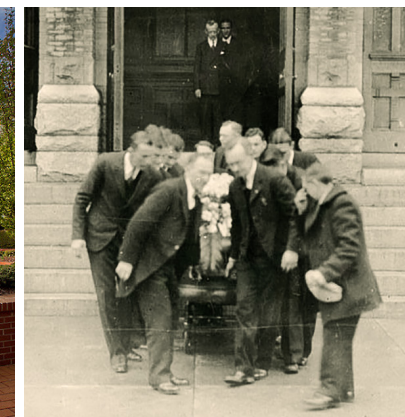
1919

James purchases a Charlotte home, now known as the **Duke Mansion**, near other executives of his power company. Nanaline Duke prefers life in New York City, which leads the family to split their time between Charlotte and their New York home.



1925

James Buchanan Duke dies of pernicious anemia on October 10. He was 68 years old. In his will, he leaves an additional \$67 million to The Duke Endowment, creating a legacy of hope that lives today.





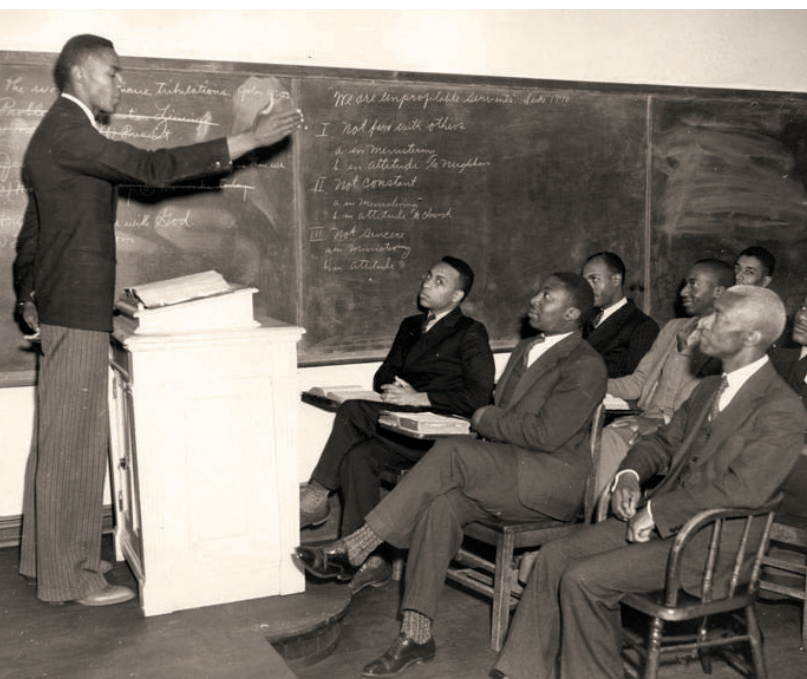
CHILD & FAMILY WELL-BEING

As a child, James B. Duke suffered the loss of his mother and then lived with his grandparents while his father was sent off to war. His compassion for children without supportive families helped shape his vision for a better world and became an important part of his legacy.



HEALTH CARE

James B. Duke was profoundly affected by the illness of others. As a young child, he lost his mother and older brother, Sydney, to typhoid fever. As a philanthropist, he sought to educate physicians and support health care in the Carolinas.



HIGHER EDUCATION

James B. Duke's formal education was intermittent, but he admired and respected the contributions of teachers, preachers, lawyers and physicians. He believed educating principled people in these fields would generate individual contributions that would, in turn, benefit society.



RURAL CHURCH

Our founder attributed his success to the early guidance of his father and his church. He saw country preachers as heroes who sacrificed material gain and chose to support them and their churches through his philanthropy.