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Odette Patterson Collection : A Collection Guide

Nelson Poynter Memorial Library. Special Collections and University Archives.

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Odette Patterson Collection

A Collection Guide by
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Special Collections Assistant
Spring 2010

Special Collections and Archives
Nelson Poynter Memorial Library
University of South Florida St. Petersburg

“There should be no barrier between business men and women. I’m a woman and I don’t try to be anything else. But in business, I’m just a person”

Odette Patterson

Introduction to the Collection

Born in Pau, France, of an American G.I. father and a French mother, Odette Patterson (nee Walling) came to the United States with her family following the end of World War I. By all accounts bright and hardworking, Odette created her version of the American Dream by succeeding in the then-male dominated business world during the 1940s through the 1960s. After succeeding in a series of secretarial jobs at various places, she worked her way up to becoming a well-regarded advertising manager with First Federal Savings and Loan Association of St. Petersburg.

After the death of her husband Charles A. Patterson, Odette started The Charles A. & Odette W. Patterson Charitable Trust in 1990 to benefit St. Petersburg police officers and firefighters, and to honor her husband. This collection documents Odette Patterson's professional life, the Charles A. & Odette W. Patterson Charitable Trust, and, to a certain degree, her personal life. In all, this collection offers insight into the life of a working professional woman who entered a predominantly male field prior to the social and economic reforms that began for women in the 1960s.

Preservation Note

The majority of the items were originally in scrapbooks; as these scrapbooks were not of archival standard, items were removed, or photocopied where necessary, in order to ensure their preservation. There is a scrapbook originally belonging to Charles A. Patterson that was left as is after being wrapped in acid-free tissue then placed in a flat storage box. The method and configuration of the items placed in the scrapbook made it impossible to take apart the scrapbook and to separate items without causing considerable destruction.

Provenance of the Odette Patterson Collection

This collection falls under the Local and Regional History provenance of the Special Collections and Archives department, Nelson Poynter Memorial Library, USF St. Petersburg.

Scope and Contents

The collection is housed in two standard document boxes and one flat storage box that occupy approximately 2.0 linear feet of shelf space. No restrictions inhibit access to this collection other than the circumspect care with which it should be physically handled.

Container Listing

Box 1, Folder 1, Bio; Resume/Academic Credits

- Various ID and business cards, first Christmas card from Charles A. Patterson to Odette Patterson, biographical sketches, resume

Box 1, Folder 2, News Clippings/Published References to Odette Patterson

- *St. Petersburg Times* and various business publications

Box 1, Folder 3, Correspondence – Odette Patterson

- Several letters, notes, and memos to and from Odette Patterson

Box 1, Folder 4, Odette Patterson – Photographs

- Photographs of Odette Patterson, her husband Charles Patterson, and her business associates

Box 1, Folder 5, Women’s Advertising Club of St. Petersburg

- News articles, memos and an assortment of ephemera associated with the Women’s Advertising Club of St. Petersburg

Box 1, Folder 6, Advertising Federation of America Convention

- Odette Patterson was one of the organizers of the 1959 fourth district Advertising Federation of America Convention

Box 1, Folder 7, The Charles A. and Odette W. Patterson Charitable trust

- Varied ephemera associated with The Charles A. and Odette W. Patterson Charitable Trust

Box 1, Folder 8, The First Federal Savings and Loan Association of St. Petersburg

- Photographs and ephemera of The First Federal Savings and Loan Association of St. Petersburg

Box 1, Folder 9, Obituaries – some of Odette Patterson’s associates: John L. Molou, Louis Benito, Raleigh Greene, Oscar Kreutz, Ann Kearny, John R. Foltz

Box 1, Folder 10, “How to Live and Work with Your Competition and Grow” – research project by Odette Patterson

Box 2, Folder 1, Florida Newspaper News and Radio Digest

Box 2, Folder 2, Florida Suncoast Advertising Annual Directory

Box 2, Folder 3, St. Petersburg an Informal History by Page S. Jackson

Box 2, Folder 4, This Was Florida’s Boom by Walter P. Fuller

Box 2, Folder 5, Tourist News – March 29, 1930

Box 2, Folder 6, Charles A. Patterson’s Family Photos and various ID cards

Box 2, Folder 7, News Clippings on Muscle Shoals, Alabama

Box 2, Folder 8, Odette Patterson – Certificates & Awards

Box 3, Charles A. Patterson’s World War II & Military Service Scrapbook