BULLARD, HELEN, 1908-1979.
Helen Bullard papers, 1920-1979

Emory University
Stuart A. Rose Manuscript, Archives, and Rare Book Library
Atlanta, GA 30322
404-727-6887
rose.library@emory.edu

Descriptive Summary

Title: Helen Bullard papers, 1920-1979
Call Number: Manuscript Collection No. 599
Extent: 10.5 linear feet (25 boxes), 1 oversized papers box (OP), and 1 extra oversized papers folder (XOP)
Abstract: Papers of civic leader, public relations consultant, and political advisor Helen Elizabeth Bullard, including correspondence, subject files, writings, printed materials, and photographs.
Language: Materials entirely in English.

Administrative Information

Restrictions on Access
Unrestricted access.

Terms Governing Use and Reproduction
All requests subject to limitations noted in departmental policies on reproduction.

Related Materials in This Repository
William B. Hartsfield papers, which contain extensive campaign records showing Bullard's role in several of Hartsfield's successful mayoral campaigns.

Source
Gift, 1981.

Citation
[after identification of item(s)], Helen Bullard papers, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

Processing
Processed by EKL, 1983.

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Collection Description

Biographical Note
Helen Elizabeth Bullard (June 16, 1908-July 20, 1979), political advisor and public relations consultant, was born in Dalton, Georgia, the daughter of George T. and Jennie Mae Brown Bullard. Her father apparently died when she was very young; her mother, a nurse, died in 1967. Helen had one brother, James Thomas, known as "J.T."

Bullard attended primary and secondary schools in Dalton and received B.S. and M.S. degrees in Home Economics from the University of Georgia in 1931 and 1933. She did post-graduate work in public administration at the University of Chicago.

Returning to Georgia in 1934, Bullard was appointed County Relief Administrator of Whitfield County (Dalton) but soon moved to Atlanta. She worked for a short time with the Georgia Power Commission before joining Charles A. Rawson Associated, an advertising and public relations agency. As the firm's executive vice-president from 1942 to 1960, she planned and directed community service programs and served as a consultant to many local and state political campaigns. In 1961, she became executive assistant to Atlanta's newly elected mayor, Ivan Allen, Jr. She left city government a few months later to join the architectural firm of Toombs, Amisano, and Wells as a partner and public relations consultant. She directed community relations programs which related to the firm's building projects. Then, in January 1968, she formed Helen Bullard Associates. She remained active in the firm until her death in 1979.

During her forty years in Atlanta, Bullard worked on a wide variety of political and civic projects. A long-time interest of hers was the election of government officials. At one point late in her life, she estimated that she had directed more than one hundred sixty-five political campaigns with a success rate as high as ninety-six percent. Politicians whose campaigns she conducted included Atlanta mayors William B. Hartsfield, Ivan Allen, Jr., and Sam Massell, Congressman Wyche Fowler, Georgia legislator Max Cleland, Senator Walter F. George, and others. In many of these campaigns, she sought to build coalitions of white and black voters. Other projects included advising the Atlanta Housing Authority for three years in the early 1970s on tenant relations and later assisting the Housing Authority of Louisville, Kentucky, in developing tenant programs. She served as a consultant on a LaGrange, Georgia, campaign to finance the building of a new hospital through city-issued bonds and foundation money. She also helped in planning and financing the Memorial Arts Center, Fernbank Science Center, several buildings at Spellman College, and rebuilding three black churches bombed during racial strife in Atlanta.

Bullard was a liberal and a Democrat. She was a member of the board of the Atlanta Urban League, the public relations committee of the Atlanta YMCA, second vice-chairman of the Atlanta Community Relations Commission, and the public relations committee for the Atlanta Memorial Cultural Center. She was also a writer who had several poems, short stories, and nonfiction articles published. For more biographical information, see the "Woman of the Year" folder in Series 2, Subseries 4.

Scope and Content Note
The Helen Bullard papers contain general correspondence, subject files, writings, newspaper clippings, magazine articles, reports, photographs, and miscellany. Though the oldest items in
the collection are photographs dating from the 1920s, the bulk of the papers were created in the late 1960s and the 1970s.

With its concentration of materials from the 1960s and 1970s, the papers document primarily the professional and personal activities of Bullard's last two decades. Her involvement with political campaigns and with political leaders is a major, recurring topic mentioned frequently in the general correspondence and the elections subseries. Election records for Wyche Fowler, Panke Bradley, Max Cleland, and others reveal Bullard's influence in the campaigns she ran and the thoroughness of her attack. Her interest in local, state, and national government is also very apparent.

Other topics include the Atlanta Housing Authority and Bullard's activities as a consultant for tenant relations. A major part of this section of the subject files contains copies of a residents' survey filled out by tenants in AHA housing projects. Analysis of survey results, administrative records and other materials relating to the AHA are also included. Her work with the Fernbank Science Center and its development into a major urban park and biological center is also detailed in the collection. Civil rights, the welfare of friends, and other public relations projects of Bullard's are also frequently mentioned topics.

Correspondents include political and business leaders of Atlanta and Georgia, nationally-known politicians, and local authors and artists. Among the names represented in the correspondence are Ivan Allen, Jr., George Busbee, Jimmy Carter, Wyche Fowler, Grace Towns Hamilton, James A. Mackay, Zell Miller, Eliza Paschall, Celestine Sibley, Herman Talmadge, Nedra Tyre, and Jack Watson.

Much of Bullard's career and personal development are not detailed by this collection. Few materials date earlier than 1960 and no records remain for political campaigns conducted before 1968, including those done for Mayors Hartsfield and Allen. Bullard's duties with Charles Rawson Associated and with the Ivan Allen administration are mentioned only in newspaper clippings. Her seven years of public relations activities with Toombs, Amisano, and Wells are documented only by a few folders of correspondence. Her consultation work with the LaGrange hospital campaign also lacks detailed coverage. Materials relating to Bullard's youth and her college days are also minimal; her mother's scrapbook in Series 6 and some of Bullard's poems and short stories are the only papers remaining from this time of her life.

**Arrangement Note**
Organized into six series: (1) General correspondence, (2) Subject files, (3) Writings, (4) Printed materials, (5) Photographs, and (6) Miscellaneous.

**Finding Aid Note**
A personal name index for the General Correspondence and Subject Files Series is available.
Description of Series

Series 1: General correspondence, 1934-1979
Series 2: Subject files
   Subseries 2.1: Atlanta Housing Authority
   Subseries 2.2: Elections, 1968-1978
   Subseries 2.3: Fernbank Science Center, 1965-1977
   Subseries 2.4: Miscellaneous subject files
Series 3: Writings
Series 4: Printed material,
Series 5: Photographs
Series 6: Miscellaneous
**Series 1**  
**General correspondence, 1934-1979**  
**Boxes 1 - 2**

**Scope and Content Note**  
Arranged in chronological order, this series contains correspondence about personal, political, and business concerns. Letters between Bullard, business associates and friends again date from the latter two decades of her life, with the exception of two letters of the 1930s. Personal matters (such as health, happiness, and current activities), political developments, and the affairs of her public relations firm are major topics. The death of her mother and brother, in 1967 and 1970, race relations in Atlanta in the sixties, and the 1976 election of a Georgian to the White House are other subjects of discussion. Many of the letters were written between friends, some are long, reflective discourses on life and its challenges. There are also occasional letters from admirers who valued Bullard's political expertise. Correspondents include local, state, and national politicians, local authors, and Atlanta leaders. They include Wyche Fowler, Jack Watson, Jr., Nedra Tyre, James A. Mackay, Eliza Paschall, Paul Darcy Boles, Eugene Patterson, and Herman Talmadge. For more information, see the personal name index which follows this inventory.

**Arrangement Note**  
Arranged in chronological order.

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Series 2
Subject files
Boxes 3-18, OP 1

Scope and Content Note
Subdivided into four sections, this series contains correspondence, reports, speeches, survey questionnaires, financial records, and other papers relating to particular subjects, persons, and events. As much as possible, materials relating to these topics have been removed from the general correspondence and writings series and added to these files. Newspaper clippings have generally been filed with other clippings in Series 4. For information about correspondents in this series, see the personal name index.

Arrangement Note
Organized into four subseries: (2.1) Atlanta Housing Authority, (2.2) Elections, (2.3) Fernbank Science Center, and (2.4) Miscellaneous subject files.
Subseries 2.1
Atlanta Housing Authority
Boxes 3 - 10

Scope and Content Note
In the early 1970s, the Atlanta Housing Authority hired Helen Bullard as a consultant for tenant relations and to develop tenant programs. She conducted a survey of residents in the city's public housing projects in 1973 and served on a residents' advisory committee. Included in this subseries are the surveys, many filled out by the residents themselves, analyses of survey results, administrative records of the Housing Authority including minutes of the Board of Directors and correspondence regarding programs, reports to the federal government, and other printed materials. Some of the papers date from the late 1960s before Bullard was hired as a consultant. Copies and analyses of earlier tenant surveys are also included.

Arrangement Note
Arranged by report type, and then in alphabetical order.

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<td>J. W. Bowen Homes</td>
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<td>Harris Homes</td>
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**Advisory Committee - Residents**

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<td>Board of Commissioners, 1969-1971</td>
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**Staff Survey - Urban Redevelopment**

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<td>Staff Surveys, 1973</td>
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**Reports**

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<td>Reports - &quot;Goals for Public Housing, 1972-1973&quot;</td>
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<td>Miscellaneous, Philadelphia Housing Authority</td>
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Subseries 2.2
Elections, 1968-1978
Boxes 11 - 15

Scope and Content Note
During the almost forty years she served as a public relations consultant in Atlanta, Helen Bullard conducted the political campaigns of over one hundred sixty-five office seekers. The vast majority of these proved to be successful. This section of the subject files contains materials relating to campaigns she conducted, advised, or closely observed from 1968 to 1978. Campaign records from Wyche Fowler's elections to president of the Atlanta City Council and Congress, Panke Bradley’s efforts to gain a seat on the City Council, and Max Cleland's election to the Georgia House of Representatives provide insights into Bullard's method of running campaigns. Campaign advertisements, correspondence, financial records, newspaper clippings, notes regarding campaign strategies, photographs, speeches and public announcements are among the materials filed here. Though the records are not always extensive, the variety of candidates and races she worked for is apparent. During much of the 1970s, Bullard was in ill health and her prime campaigning days were past.

A few of the folders relate to persons whose campaigns Bullard watched closely but did not actually advise. The file for Jimmy Carter's 1976 presidential race is an example. Arrangement is alphabetical by candidate with the election year and office being sought (where possible to determine) included in the folder title. Following the files for candidates are several folders of general election information regarding advertising rates, opinion polls, and election analyses.

Arrangement Note
Arranged in alphabetical order by name, then by record type.

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<td>Atkinson, Ty - 1972</td>
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<td>Barber, Mac - 1970, Photographs</td>
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<td>Beal, Alveda King</td>
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<td>Beasley, Dorothy - 1978, Judge, State Court of Fulton Co.</td>
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<td>Bradley, Panke - 1973, Atlanta City Council, Financial Records</td>
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<td>Bradley, Panke - 1973, Atlanta City Council, Newspaper clippings</td>
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<td>Bradley, Panke - 1973, Atlanta City Council, Notes and Campaign Strategies</td>
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Carter, Jimmy - Newspaper clippings
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<td>Howard, Pierre, Jr. - 1972, State Senate, Photographs</td>
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<td>Howard, Pierre, Jr. - 1972, State Senate, Poll Results</td>
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<td>Jackson, Maynard - 1974, Mayor of Atlanta</td>
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<td>Lance, Bert - 1974, Governor</td>
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<td>Langford, John S. - 1972, Judge, Fulton Superior Court, Campaign Advertisements</td>
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<td>Langford, John S. - 1972, Judge, Fulton Superior Court, Correspondence</td>
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<td>Marcus, Sidney - Photographs</td>
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<td>14</td>
<td>Marcus, Sidney - Speeches and Public Announcements</td>
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<td>Marshall, Thomas - 1974, Judge, Court of Appeals</td>
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<td>Massell, Sam - 1970, 1974, Mayoral Races</td>
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<td>Propst, Floyd - 1976, Judge, Probate Court, Fulton Co.</td>
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14  17-18  Russell, John - 1977
14  19    Smith, George T. - 1974, Governor
14  21    Stine, Jules
14  24    Terry, Michael - 1978, Fulton Co. Commission
14  25    Tidwell, Ernest 1972, Judge, Fulton Superior Court, Campaign Advertisements
14  26    Tidwell, Ernest 1972, Judge, Fulton Superior Court, Correspondence
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14  31    Tidwell, Ernest 1972, Judge, Fulton Superior Court, Notes and Campaign Strategies

**Campaign Ads-Miscellaneous**

15  1-2  Campaign Advertisements, Other Candidates
15  3    Editorials, WSB TV (1976)
15  5-6  Miscellaneous
15  7    News Media - Advertising Rates
15  8    News Media - Lists
15  12-16 Reports - "Atlanta's 1969 Mayoral Election"
15  17    Reports - Andrew Young, the Path to History" (Analysis of 1972 Congressional Campaign"
15  18    Reports - "Good Government Atlanta" (1973)
15  20    Results, Statistical Analysis (1972, 1973)
15  21    Results, Statistical Analysis (1973, 1974)
15  22    Results, Statistical Analysis (1976, 1978)
Subseries 2.3
Fernbank Science Center, 1965-1977
Box 16; XOP1

Scope and Content Note
Papers in this subseries were created when Bullard worked with architects Toombs, Amisano, and Wells and later as coordinator for a covenant signing program. Toombs, Amisano and Wells designed the science center in the mid 1960’s to be part of the DeKalb County school system. Blue prints and correspondence detail the aims of the architects and the problems they faced in designing and contracting the building. The correspondence provides an example of the kinds of projects Bullard participated in while with the firm.

Fernbank materials from the 1970s concern the covenant signing held in 1976 which publicly declared the intentions of local governments to support a public park and biological center in the Druid Hills area of Atlanta. Correspondence, notes, memorandums, and printed material chronicle this event.

Arrangement Note
Arranged in chronological order.

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<td>General Correspondence (1976)</td>
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<td>General Correspondence, 1965-May 1966</td>
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<td>General Correspondence, July-October 1966</td>
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<td>General Correspondence, November-December 1966</td>
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<td>General Correspondence, 1967-April 4, 1968</td>
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<td>General Correspondence, April 10-July 1968</td>
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<td>General Correspondence, 1975-1977</td>
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<td>16</td>
<td>11</td>
<td>Georgia Bicentennial Commission</td>
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<td>16</td>
<td>12</td>
<td>Memorandum and Agendas of Meetings</td>
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<td>13-14</td>
<td>Notes</td>
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<td>16</td>
<td>18-20</td>
<td>Miscellaneous</td>
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Subseries 2.4
Miscellaneous subject files
Boxes 17 - 18

Scope and Content Note
The miscellaneous subject files reflect the variety of Helen Bullard's personal and professional interests in the 1960s and 1970s. Clients, consultation projects, her public relations agency, her duties as a partner in the architectural firm, and a variety of people and events figure prominently in this subseries. Clients and consultation projects include Joseph Amisano, Kay Greenway, Marny Holman, the Atlanta bond issue election of December, 1975, a McGeorge Bundy luncheon given by the Ford Foundation, and the Louisville (Ky.) Housing Authority. Also in the subseries are files on Toombs, Amisano, and Wells from 1965 to 1968 which indicate that one of Bullard's roles was watching newspapers, local government meetings, and other sources for potential jobs and making the firm's initial inquiries about planned buildings. Though she was with the firm for seven years, these files and the Fernbank papers constitute the bulk of materials in the collection relating to her partnership in the architectural firm. A final item of interest is the "Woman of the Year" folder. In 1967, Bullard was nominated by friends for the award. The folder contains correspondence supporting Bullard's nomination and provides biographical information not readily available elsewhere in the collection. Correspondence, financial records, survey forms and results, and reports make up the bulk of this section of the subject files.

Arrangement Note
Arranged in alphabetical order by subject, then by record type.

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<td>Adley Associates, San Salvador</td>
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<td>Amisano, Joseph</td>
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<td>17</td>
<td>7</td>
<td>Amisano, Joseph - Photographs of Buildings</td>
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<td>8</td>
<td>Atlanta Public Library</td>
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<td>Bond Issue, December 19, 1975 - Campaign Advertisements</td>
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<td>10-12</td>
<td>Bond Issue, December 19, 1975 - Reports and Proposals</td>
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<td>13</td>
<td>Bond Issue, December 19, 1975 - Notes</td>
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<td>14-15</td>
<td>Bond Issue, December 19, 1975 - Memorandums</td>
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<td>Bond Issue, December 19, 1975 - Newspaper clippings</td>
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<td>Bullard, Helen, Associates - Financial Records</td>
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<td>Carter, Reid</td>
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<td>24-25</td>
<td>Chamber of Commerce, &quot;Earth Year&quot;</td>
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<td>26-27</td>
<td>Clampitt, Robert, Children's Express</td>
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<td>Ford Foundation, McGeorge Bundy Luncheon</td>
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<td>Hospital Poll, Troup County, Ga.</td>
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<td>18</td>
<td>3-9</td>
<td>&quot;Ink Killer&quot; Survey (ball-point pens)</td>
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<td>Looker, Colonel Reginald Earle</td>
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<td>Louisville, Ky. Housing Authority - Correspondence and Notes</td>
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<td>Massell, Sam - State of the City Address, 1971</td>
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<td>Moore, Hope</td>
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<td>18</td>
<td>24-25</td>
<td>Tift College, 1977 Fall Semester</td>
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<td>18</td>
<td>26-29</td>
<td>Toombs, Amisano, and Wells</td>
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<td>&quot;Woman of the Year&quot; nomination (1967)</td>
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Series 3  
Writings  
Boxes 19 - 20

Scope and Content Note
Included here are short stories, non-fiction articles, poems, and speeches written by Helen Bullard and others. In the 1930s and 1940s, while she was at the University of Georgia and the years following, Bullard wrote many somewhat sentimental poems and short fictional stories. These writings constitute some of the oldest items of the collection. Articles written later in her life appear to be non-fiction descriptions of people and events. Bullard's articles appeared in the Saturday Review of Literature, American Home, Midwest Review, Family Circle, and the magazine section of the Atlanta Journal.

Writings by others include poems, speeches and short stories and appear to have been mostly unpublished. Arrangement begins with Bullard's short stories filed in alphabetical order by title, poems, unidentified manuscript pages, and published works followed by the writings of others.

Arrangement Note
Arranged by document type; short stories in alphabetical order.

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<td>Short stories (filed in alphabetical order by title, untitled stories at end)</td>
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<td>Published Works, Poems (4)</td>
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<td>Published Works, Articles, &quot;So You Want to Paint,&quot; &quot;A Tribute to a Lady&quot;</td>
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<td>Published Works, Articles</td>
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<td>Unpublished Poems by Others</td>
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Series 4
Printed material,
Boxes 21 - 22

Scope and Content Note
Included here are clippings, magazine articles, editorials, newsletters, and reports collected by Bullard. Again, most date from the late 1960’s and 1970’s. The majority of the clippings are from the Atlanta Constitution and the Atlanta Journal. Several clippings and articles about Bullard and her role in Atlanta politics are included in the series. Politicians and political races, public policies, Atlanta leaders, health concerns, architecture, and public relations are a few of the topics reported on by these printed items. Arrangement is alphabetical by type of material.

Arrangement Note
Arranged chronologically by record type, then in chronological order.

Clippings

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Editorials, Reports

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<td>20-21</td>
<td>Reports, Atlanta Urban Observatory on Public Policy</td>
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22  22  Atlanta Urban Observatory on Zoning
22  23  "Horizons Day," Future, Inc.
22  24  Lake Lanier Island Development Summary
22  25  Urban Parks Study
Series 5
Photographs
Box 23

Scope and Content Note
Photographs of Helen Bullard, her mother, brother, and other members of the Bullard and Brown families of Dalton, Georgia, local and national politicians, and friends are found in Series 5. A few of the photographs show Helen as a young girl in the 1920s. One small photograph of George T. Bullard, found in the family photos removed from Mrs. Bullard's scrapbook, is the only item in the collection identifying her father. Miscellaneous snapshots and photos complete the series.

Arrangement Note
Arranged in alphabetical order by name and subject.

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<td>Bullard, J. T.</td>
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<td>Bullard, Helen</td>
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<td>7-10</td>
<td>Bust of Helen Bullard by Henry Toombs</td>
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<td>Politicians (some taken with H. Bullard)</td>
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<td>Sillman, Sewell, &quot;Si&quot;</td>
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<td>Various Persons, identified and unidentified</td>
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<td>23</td>
<td>15-16</td>
<td>Miscellaneous</td>
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Series 6
Miscellaneous
Boxes 24 - 25 and OP1

Scope and Content Note
The final series contains awards and programs honoring Bullard, papers relating to the illnesses and deaths of her mother and brother, a scrapbook kept by Helen's mother, personal financial records, lists of prominent persons and leaders in Atlanta and Georgia, and miscellaneous printed materials. The financial records date from the 1970s and document the monetary difficulties Bullard experienced in her last years. Her mother's scrapbook contains correspondence, newspaper clippings and other materials relating primarily to Helen and brother J.T.'s activities. Included here are several letters Helen wrote her mother during her early years in Atlanta. The scrapbook dates from 1930 to the 1960s. Photographs contained in it have been moved to Series 5.

Arrangement Note
Arranged by record type.

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<td>Awards and Programs</td>
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<td>24</td>
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<td>Bullard, Jennie Mae</td>
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<td>Bullard, J. T.</td>
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<td>24</td>
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Oversized Materials
OP1 - Scrapbook of Mrs. Jennie Mae Bullard and 4 folders of loose items in scrapbook and 4 plaques honoring Bullard for her contributions to city of Atlanta (1970s)
Index of Selected Correspondents

Correspondence with prominent local, state, and national politicians, Atlanta authors, and other prominent local citizens is indexed here. Correspondence from Series 1 and 2, General Correspondence and Subject Files, has been indexed. Reference has also been made to records in the elections subseries (2.2), when Helen Bullard helped run political campaigns of the indexed person. Index is to series or subseries number, box number, folder number and number of items. For example, notation "Subseries 2.1 - 5:3 (1)" refers to Subseries 2.1 (which is part of Series 2), box 5, folder 3 with 1 item. Letters from the same series or subseries continue on the same line, e.g. "Series 1 - 1:4 (2); 2:12 (1)."

This is not an index to all correspondents represented in Series 1 and 2. With the exception of campaign records in the elections subseries (2.2), indexed items refer only to correspondence to or from particular individuals. Other materials (newspaper clippings, photographs) relating to the same individual have not been indexed.

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**Carter, Rosalynn Smith, 1927-**
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