

# EMERSON, WILLIAM A., 1923-2009

## William A. Emerson papers, 1949-2011

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### Collection Stored Off-Site

All or portions of this collection are housed off-site. Materials can still be requested but researchers should expect a delay of up to two business days for retrieval.

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## Descriptive Summary

<b>Creator:</b>	Emerson, William A., 1923-2009
<b>Title:</b>	William A. Emerson papers, 1949-2011
<b>Call Number:</b>	Manuscript Collection No. 1094
<b>Extent:</b>	8 linear feet (16 boxes) and 1 oversized papers box (OP)
<b>Abstract:</b>	Papers of Atlanta journalist William A. Emerson, Jr., including correspondence, writings, newspaper clippings, printed material, and artwork.
<b>Language:</b>	Materials entirely in English.

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## Administrative Information

### Restrictions on Access

Collection stored off-site. Researchers must contact the Rose Library in advance to access this collection.

### Terms Governing Use and Reproduction

All requests subject to limitations noted in departmental policies on reproduction.

### Source

Gift, 2008.

### Citation

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

## Processing

Arranged and described at the folder level by Ingrid Meintjes, Sarah Quigley, Brittney Rankins, Anastasiia Strakhova, and Cassandra Ware.

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## Collection Description

### Biographical Note

William Austin Emerson, Jr., journalist, editor, and author, was born in 1923 in North Carolina and raised in Atlanta, Georgia, where he died in 2009. He attended Davidson College in North Carolina for two years, then served in the United States Army in World War II in the China-Burma-India theater. After the war, he completed his bachelor's degree at Harvard University. Upon graduation in 1948 he worked for *Collier's* magazine. From 1953-1961, Emerson was the chief of *Newsweek's* Atlanta Bureau, where he was the first bureau chief to cover the southern United States. He is known for his journalism on the civil rights era. From 1965-1969, he was editor-in-chief at *The Saturday Evening Post*. He later joined the faculty of the University of South Carolina (Columbia, South Carolina), where he taught journalism. In addition to his journalistic writing, Emerson published *The Jesus Story* (1971), *Sin and the New American Conscience* (1974), contributed to *To Rule the Night: The Discovery Voyage of Astronaut Jim Irwin* (1974), and wrote papers, short stories, and speeches. Emerson often published under the byline Bill Emerson. He also worked for ABC News, was a popular speaker, and was married to Lucy Kiser for 56 years until her death in 2005.

### Scope and Content Note

The collection consists of the personal and professional papers of William A. Emerson, Jr., from 1949-2011. The papers include correspondence, writings, newspaper clippings and other printed material, and artwork. The correspondence concerns Emerson's work as a journalist for *Collier's* and *Newsweek*, in addition to his tenure as editor of *The Saturday Evening Post*. The collection also includes some of Emerson's personal correspondence, which documents his work with charity and church organizations, professional societies, and other authors. The majority of the newspaper clippings are of Emerson's columns and articles. Writings include drafts of essays, columns, and editorials that later appeared in print. A large portion of the collection consists of Emerson's speech cards, research, and notes relating to his numerous speaking engagements and teaching activities.

The collection also contains an original watercolor cartoon of William A. Emerson by political cartoonist Robert Ariail. Noteworthy in the collection are investigation reports and research relating to *The Saturday Evening Post's* investigation into University of Georgia's head football coach James Wallace "Wally" Butts Jr. for allegedly conspiring to fix games with Alabama head coach Bear Bryant. *The Post's* "Story of a College Football Fix" appeared on March 23, 1963 and three days later, Butts sued Curtis Publishing, The Post's parent company, for libel in the amount of \$10 million. *Curtis Publishing Co. v. Butts* reached the Supreme Court and became a landmark case by upholding the Atlanta federal court's decision to award Butts damages for libel. Also noteworthy are interview transcripts and page proofs of Emerson's interview with Vice President Hubert Humphrey, Jr. (1968). Finally, the collection includes materials pertaining to *The Jesus Story* and *The Importance of Idle Conversation* (1973), an unpublished collection of Emerson's journalism.

**Arrangement Note**

Arranged by record type, then in alphabetical order.

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## Container List

### Personal papers

Box	Folder	Content
1	1	Administrative files, <i>The Saturday Evening Post</i> and other unidentified employers, 1949-1976
OP1	1	Artwork by Robert Ariail, original watercolor cartoon of William A. Emerson
1	2	Artwork by F.E. Becerra, undated [includes portraits of William A. Emerson]
1	3	Artwork, unidentified, undated
1	4	Atlanta's Hundred Leaders of Tomorrow, selection award, 1953 April 15 [folder only]
1	5	Business cards, undated
1	6	Correspondence, 1948-1951
1	7	Correspondence, 1952-1959
1	8	Correspondence, 1962-1963
1	9	Correspondence, 1964
1	10	Correspondence, 1965
1	11	Correspondence, 1966-1968
1	12	Correspondence, 1969-1970
2	1	Correspondence, 1971-1973
2	2	Correspondence, 1974-1975
2	3	Correspondence, 1976-1990
2	4	Correspondence, 1994-2001, 2009-2011
2	5	Correspondence, empty envelopes, 1952-1997
2	6	Correspondence, undated
2	7	Diet, undated
2	8	Financial records, 1964-1965
2	9	Financial records, 1966-1975
3	1	"The Griffinpoof Song," poem, undated
3	2	International Association for Medical Assistance to Travelers, 1966-1968
3	3	Interview, 1965 February 1
3	4	Invitations, 1965-1999
OP1	2	Irwin, James B. with William A. Emerson, <i>To Rule the Night</i> , poster, 1973
3	5	Ivey, Pete, "The Incredible Persimmon," 1970
3	6	List of addresses and phone numbers, undated
3	7	Megargee, Edwin T., "Portrait of a Peaceful Protest," typescript, circa 1968
3	8	Moore, Virlyn B., "Lend me your ears," 1987 [inscribed to William A. Emerson from the author]
3	9	Newsletters, 1966-1979

- 3 10 Newspaper clipping with inscription by Jim Head, 1974 [article by Emerson, sketch of Emerson by F.E. Becerra]
- 3 11 Newspaper clippings, 1943-1962
- 3 12 Newspaper clippings, 1963 [1 of 2]
- 3 13 Newspaper clippings, 1963 [2 of 2]
- 3 14 Newspaper clippings, 1964-1972
- 4 1 Newspaper clippings, 1973-1985
- 4 2 Newspaper clippings, 1993-2005
- 4 3 Newspaper clippings, undated
- 4 4 "Newsweek Chatter," employee newsletter, 1956
- 4 5 *Newsweek* magazine, 1954
- 4 6 North River Press, promotional material, 1970-1974
- 4 7 Oliver, Mary, "The Night Traveler," undated [photocopy]
- 4 8 Personal photographs, 1927-2007
- 4 9 Peterson, Theodore, "Communications in a Changing World," speech, 1967 August 8
- OP1 3 Postalgram, William Emerson, author of *The Jesus Story*, on "Today Show," 1971
- 4 10 Programs and brochures, 1958-1967, 1980
- 4 11 "The Quips and Cranks," graduation yearbook, Davidson College (Davidson, North Carolina), 1942
- 5 1 Sanders, Alex, "Miz Tuten's Cat" and "Miz Tuten's Cat: The Deconstruction," 1994 October 10
- 5 2 "A Short History of *The Saturday Evening Post*," 1959
- 5 3 Sigma Delta Chi, membership certificate, 1953
- 5 4 Sprunger, Meredith J., "The Evaluation of the Urantia Book," typescript, circa 1955
- 5 5 Trade journals, 1953, 1958, 2011
- 5 6 Truman, Harry S., draft of *Saturday Evening Post* article, circa 1964
- 5 7 The William Allen White Centennial Seminar: "The Role of the Mass Media in a Free Society" (The University of Kansas, Lawrence, Kansas), 1968 April 28-30

### Research and writing

- 5 8 Alderman, Annabel, circa 1996
- 5 9 Articles, typescripts, 1969
- 5 10 Articles, typescripts, undated
- 5 11 Ashmore, Harry S., circa 1956
- 5 12 Blurbs, typescripts, undated
- OP1 4 Bryant, Paul W., Chronological listing of telephone toll calls made and received, includes calls received from James Wallace Butts "Wally" Jr., 1962-1963
- 5 13 Butts, James Wallace "Wally" Jr., editorial page proof, 1963

- 5 14 Butts, James Wallace "Wally" Jr., investigation reports, 1960-1964
- 5 15 Butts, James Wallace "Wally" Jr., investigation reports, indexed, 1963 [1 of 2]
- 6 1 Butts, James Wallace "Wally" Jr., investigation reports, indexed, 1963 [2 of 2]
- 6 2 Butts, James Wallace "Wally" Jr., research notes, circa 1963
- 6 3 Butts, James Wallace "Wally" Jr., United Press International story leads, 1963
- 6 4 "Doug Prince Hamburger King," undated
- 6 5 "Ed's Night Out," undated
- 6 6 "The Football Fix," 1962
- 6 7 Harrelson, Leonard Humphrey, circa 1962
- 6 8 "The Healy Story," typescripts and notes, 1990-1996 [variant titles: "Passing in High Places," "The Irishman"]
- 6 9 Humphrey, Hubert Horatio Jr., interview transcript and notes, 1968
- OP1 5 Humphrey, Hubert Horatio Jr., interview, page proofs, 1968
- 6 10 *The Importance of Idle Conversation*, 1973
- 6 11 Irwin, James, with William A. Emerson, *To Rule the Night*, editorial correspondence and book reviews, 1973
- 6 12 *The Jesus Story*, reviews and promotional materials, 1971-1973 [1 of 3]
- 7 1 *The Jesus Story*, reviews and promotional materials, 1971-1973 [2 of 3]
- 7 2 *The Jesus Story*, reviews and promotional materials, 1971-1973 [3 of 3]
- 7 3 "The Nashville Story," 1957
- 7 4 Notebooks, undated [1 of 6]
- 7 5 Notebooks, undated [2 of 6]
- 7 6 Notebooks, undated [3 of 6]
- 7 7 Notebooks, undated [4 of 6]
- 7 8 Notebooks, undated [5 of 6]
- 8 1 Notebooks, undated [6 of 6]
- 8 2 Notes, 1952-1997
- 8 3 Pou, Charles, circa 2001
- 8 4 Reports, typescripts, undated
- 8 5 Short stories, 1949-1952
- 8 6 Sibley, Celestine, 1999
- 8 7 "Sin and the New American Conscience," reviews and promotional material, 1974-1975
- 8 8 "Sin and the New American Conscience," undated
- 8 9 Speech typescripts, 1988-1990
- 9 1 Thomas, Dave, 1962-1963
- 9 2 "Tomorrow will be better," undated
- 9 3 "The Witness," undated

### Speech notes

- 9 4 "The Adventure of Writing The Jesus Story," 2000-2001
- 9 5 *Advertising Age* media workshop, 1968
- 9 6 Advertising Association of the Belk and Leggett Department Stores, 1978
- 9 7 American Association of Advertising Agencies, Southwest Council, Houston, undated
- 9 8 American Association of Conservation Information, undated
- 9 9 The American Association of University Women, 1975
- 9 10 American Society for Adolescent Psychiatry, 1980
- 9 11 American Society of Magazine Editors, undated
- 9 12 American Society of News Editors, 1992
- 9 13 Anderson, Terry, 1995
- 9 14 Association of Educators in Journalism, 1979
- 9 15 "Atlanta Newspapers: Before the Current Historians," 1988
- 9 16 "Atlanta Newspapers: An Outrageous Appraisal," 1990
- 9 17 The Atlanta Press Club, 1974
- 9 18 The Atlanta Rotary Club, undated
- 9 19 Atlanta S.D.X. (?), 1976
- 9 20 The Audit Bureau of Circulations, Toronto, Canada, undated
- 9 21 "Authors: How to get the best of them," undated
- 9 22 Berkley County Chamber of Commerce, South Carolina, undated
- 9 23 Bragg, Rick, 1998
- 9 24 Breakfast Club, 1990
- 9 25 "Breaking into Regional and National Markets," Atlanta Writers' Club, 1989
- 9 26 "California," undated
- 9 27 Campbell Soup, undated
- 9 28 Campbell, William, 1992
- 9 29 Carolina Scholars, University of South Carolina, 1977
- 10 1 The Carrollton Rotary Club, 1998
- 10 2 Chaplins, University of South Carolina, 1979
- 10 3 "Charlotte P.R.," 1977
- 10 4 The Charlotte Society of Communicating Arts and Charlotte Ad Club, 1978
- 10 5 "Charting Newspapers," Arkansas, 1992
- 10 6 Chrysler Corporation Management Club, undated
- 10 7 Circulation Managers Association, 1976
- 10 8 "Clues to making a marriage work," 1979
- 10 9 Cole, Laura, 2004
- 10 10 College News Association of the Carolinas, 1985, 1991
- 10 11 College of Pharmacy, unidentified institution, 1979
- 10 12 Collegiate Press Association, South Carolina, undated
- 10 13 Columbia Sales and Marketing Executives Club, 1978

- 10 14 Commerce Club, 1995  
10 15 Communications Seminar 1, 1970  
10 16 Communications Seminar 2, 1970  
10 17 "Crack the Markets," Adjunct short course, University of South Carolina, 1987  
10 18 "Cuba," undated  
10 19 Cumming, Joe and Emily, 1992  
10 20 Davidson College, circa 1970s  
10 21 "A day at *The Post*," undated  
10 22 DeVries at Cedar Rapids, 2001  
10 23 Dr. William Henry Emerson portrait unveiling, 1992  
10 24 Editing speech, Ohio State University, 1994  
10 25 "Editing," undated  
10 26 Editorial Writers, South Carolina, 1979  
10 27 Emory University and Southern Newspapers Publishers Association Symposium  
on Southern Journalists, 1998  
10 28 Emory University, 1983, 2001, 2007  
10 29 Fine Arts Study Club, 1991  
10 30 Finley, John, Harvard University, undated  
10 31 First Amendment Conference, 1986  
11 1 First Presbyterian Session, 1994  
11 2 Frady, Marshall, undated  
11 3 The Franklin Forum, 1984  
11 4 Free Press, undated  
11 5 Friedrich, Otto, 1995  
11 6 Friends of Atlanta Public Library, 1982  
11 7 Friends of Dunwoody Library, Brooke-Baker Award, 1995  
11 8 Friends of the Richland County Public Library, undated  
11 9 General Assembly of the United Presbyterian Church, undated  
11 10 Georgetown Chamber of Commerce, 1985  
11 11 Georgia Bar Association, 1985  
11 12 Gilbert, Richard Reynolds, wedding rehearsal dinner speech, 1999  
11 13 Grand Stands Press Club, 1983  
11 14 The Greater Atlanta Arts Council, 1967  
11 15 "Greenbrier," undated  
11 16 Harry Ashmore memorial speeches, 1998  
11 17 Hilton Head, 1977  
11 18 Hitchcock Presbyterian Church, undated  
11 19 Home Depot Annual Meeting, 1994  
11 20 Hordern, William, undated  
11 21 Houston, Charles G., 1996



- 11 22 "How I got here," undated
- 11 23 "Interviewing," Associated Press Broadcasters, Charleston, South Carolina, 1984
- 11 24 "Improving writing," with Roy Reed, Arkansas, undated
- 11 25 "Jesus," Fortnightly Book Club, 1976
- 11 26 "Jesus and his Culture," undated
- 11 27 "Jesus and his Times," undated
- 11 28 "Jesus" speech, Eastminster Church, 1980
- 11 29 "*The Jesus Story: Why did I write The Jesus Story?*" 1981
- 11 30 John Popham Seminar, 1988
- 11 31 Junior League Book Club, undated
- 12 1 Junior League speeches, 1977, 1982, 1990
- 12 2 Junior League Sustainers, Columbia, South Carolina, 1977
- 12 3 Kiwanis Club of Columbia, South Carolina, 1981
- 12 4 The Lancaster Rotary Club, South Carolina, undated
- 12 5 Larchmont University Club, 1972
- 12 6 Launois, John, undated
- 12 7 Law enforcement speech, Columbia, South Carolina, undated
- 12 8 Lawyers Club of Atlanta, 1975, 1983
- 12 9 Lawyers Club of Atlanta, 1991
- 12 10 Log Cabin Community Sunday School, 1995
- 12 11 Lokey, Hamilton, 1992
- 12 12 London Magazine Editors' Club, undated
- 12 13 Louisville Sunday Magazines, 1984
- 12 14 Lyndon B. Johnson Center, Southwest Texas State University, 1981
- 12 15 McCarter, (?), undated
- 12 16 Metro, undated
- 12 17 Moore, Verlin, 1991
- 12 18 The Morse Telegraph Club of America, 1960
- 12 19 Mothers' Club Book Club, Atlanta, Georgia, 1960
- 12 20 "Mystery Man of Wall Street," 1979
- 12 21 National Conference of Editorial Writers, 1979, 1998
- 12 22 National Council of College Publications Advisers, 1976, 1979
- 12 23 National Employment and Training Administration Information Meeting, New Orleans, 1977
- 13 1 National Geographic Magazine, 1982
- 13 2 National League of American Pen Women, undated
- 13 3 National Society of the Colonial Dames, 100th Anniversary Celebration, Charleston, 1993
- 13 4 National Society of the Colonial Dames, Chattanooga, 1999
- 13 5 National Society of the Colonial Dames, Tennessee, undated

- 13 6 New York Times Regional Newspapers Editorial Clinic, Atlanta, 1988
- 13 7 News Reporting and Writing Class, Emory University, 1991
- 13 8 Nolan, Joe, undated
- 13 9 North Lake Regional Medical Center, Tucker, Georgia, 1995
- 13 10 Old War Horse Lawyers Club, Annual Banquet, 1993
- 13 11 Omicron Delta Kappa, 1978
- 13 12 Patterson, Gene, undated
- 13 13 Peel, Lucy, 1998
- 13 14 Pennington, Dudley, funeral service, 2004
- 13 15 "Person of Jesus," undated
- 13 16 Pickens County Library, 1997
- 13 17 "Poor Richard," undated
- 13 18 Popham Seminar, 1985-1992
- 13 19 Popham Seminar Memorial Speech, 2000
- 14 1 Protestant Church-owned Publishers' Association, 1972
- 14 2 "Problems of the South," undated
- 14 3 Public Relations Society of America, Columbia, South Carolina, undated
- 14 4 Readers Digest, Brigham Young University, 1980
- 14 5 Readers Digest, Florida, 1980
- 14 6 Readers Digest, University of South Carolina, 1984
- 14 7 "Revolution in the magazine business," undated
- 14 8 Richland and Lexington County Midlands Alumni, undated
- 14 9 Richland Memorial Hospital, 1981
- 14 10 "The rise and fall and rise? of general magazines," 1990
- 14 11 Robert Burns Society, 1982
- 14 12 Sams, Ferrol, 2000-2001
- 14 13 Sandhills Writers' Workshop and Writing Conference, 1978
- 14 14 *The Saturday Evening Post*, undated [1 of 2]
- 14 15 *The Saturday Evening Post*, undated [2 of 2]
- 14 16 *The Saturday Evening Post* Special Issue on 'Love in America,' undated
- 14 17 "Saturday night live," Eastminster Presbyterian Church, 1984
- 14 18 Scroggins, Albert T., retirement roast, University of South Carolina, 1986
- 14 19 S.E.P. (?), Puerto Rico, undated
- 14 20 "Separate Pasts: Diversity and Community in Southern Autobiography,"  
University of Central Arkansas, 1996
- 14 21 Shadburn, Morris, 1988
- 15 1 Sibley, Celestine, 1990, 1997-2001
- 15 2 Siddons, Anne Rivers, 1994
- 15 3 Sigma Delta Chi, Columbia, South Carolina, 1976, 1978
- 15 4 "Sin and the new American conscience," 1974, 1975

- 15 5 Sitton, Claude, undated
- 15 6 "The Social Environment, 1968," United Presbyterian Men meeting, New York, 1968
- 15 7 Society of Magazine Writers, undated
- 15 8 Society of Publication Designers, undated
- 15 9 The South Carolina Club, 2003
- 15 10 South Carolina Press Association, 1981
- 15 11 South Carolina Textile Manufacturers Association, Kiawah Island, 1980
- 15 12 Southern District of Securities Industry Association, Ponte Vedra, Florida, 1991
- 15 13 The Southern Interscholastic Press Association, 1978-1985
- 15 14 Southern Newspaper Publishers Association, 1982
- 15 15 "St. John and Paul," Larchmont, New York, undated
- 15 16 Steed, Bob (?), undated
- 15 17 Style notes, undated
- 15 18 Tate, anniversary meeting, 1990, 1993
- 16 1 Taylor, Molly Atwood, baptismal toast, undated
- 16 2 Teepen, Tom, 1999
- 16 3 Torch Club, 1978
- 16 4 Unidentified fragments, undated [1 of 2]
- 16 5 Unidentified fragments, undated [2 of 2]
- 16 6 Unidentified fragments, 1975-1998
- 16 7 University of Missouri School of Journalism, undated
- 16 8 Village Writers, 1982
- 16 9 "Vitality: The Magic of Communication," *Saturday Evening Post* dinner, undated
- 16 10 "What is the purpose of the city?" undated
- 16 11 "What is truth?" undated
- 16 12 Wine and Spirits Wholesalers of America, undated
- 16 13 Writing coach speech, 1985
- 16 14 Zenax Brothers, 1992, 2005
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