

Title: Assurant Health Collection

Reference Code: Mss-2406

Inclusive Dates: 1892 – 2009

Quantity: 9.4 cu. ft.

Location: WHS, Sh. E046-E047
OS SM "A" (8 items)

Abstract: The company's roots begin in La Crosse, Wisconsin, in 1892. The La Crosse Mutual Aid Association became the first country's first insurance provider to cover "loss of time" because of sickness or accidents. The company moved to new offices in Milwaukee's Germania Building in 1900. The name was changed to Time Indemnity Company in 1905, and five years later, the original association was changed to a stock-issued company and the name became Time Insurance Company. In 1918, the company moved its offices to the Security Building at 213 W. Wisconsin Ave. Time Insurance bought the Grand Exchange Building (735 N. 5th Street) in 1953 and moved in on October 15, 1955. A new ten-story home office adjacent to the Grand Exchange Building was constructed at 515 W. Wells St. in 1969, and it was occupied in late 1970.

N.V. AMEV of Utrecht, The Netherlands, acquired Time Holdings, Inc. in 1977. The company grew extensively in the 1980s and consequently needed more room. It purchased the former Blue Cross & Blue Shield building at 501 W. Michigan in 1989 and the majority of company employees were relocated to the new building by 1990. That same year, AMEV entered into a joint venture with Groupe AG, a Belgium insurer, and in 1991, the name Fortis International was adopted as the new corporate name. The U.S. affiliates followed suit in 1992.

Fortis Inc. sold its life insurance to The Hartford in 2001, and the company's American business was rebranded as Assurant and spun off from the parent company in 2004. Changes in the health insurance marketplace stemming from passage of the Affordable Care Act, prompted Assurant Health, Inc. to close its health insurance division in 2016 and focus on housing and lifestyle specialty protection products and services. The building at 501 W. Michigan was sold to a developer in 2019.

Scope and Content: The collection consists of company magazines and newsletters, newspaper clippings, historical information, photos, annual reports, insurance policies and other ephemera related to Time Insurance/Fortis/Assurant Health and its employees.

Access and Use: No restrictions

Language: English

Notes: The collection was donated by Assurant Health, 2019. It was processed by Kevin Abing, February 2020.

Arrangement: The records are arranged in three series pertaining to each of the company's operating names.

Folder Heading	Box #	File #
SERIES 1: TIME INSURANCE COMPANY		
Company Publications		
<i>Agent's Bulletin</i> , 1910-1918	1	1
"The Register" (weekly sales bulletin), Jan. 5, 1931-Sept. 27, 1932	1	2
"The Register" (weekly sales bulletin), Oct. 26, 1932-April 29, 1936	1	3
<i>TIC Magazine</i> , 1958-1962 (not a complete set)	1	4
<i>TIC Magazine</i> , 1963-1965 (not a complete set)	1	5
<i>TIC Magazine</i> , 1966	1	6
<i>TIC Magazine</i> , 1967	1	7
<i>TIC Magazine</i> , 1968	1	8
<i>TIC Magazine</i> , 1969	1	9
<i>TIC Magazine</i> , 1970	1	10
<i>TIC Magazine</i> , 1971	1	11
<i>TIC Magazine</i> , 1972	1	12
<i>TIC Magazine</i> , 1973	1	13
<i>TIC Magazine</i> , 1974	1	14
<i>TIC Magazine</i> , 1975	1	15
<i>TIC Magazine</i> , January-June, 1976	1	16
<i>TIC Magazine</i> , July-December 1976	2	1
<i>TIC Magazine</i> , 1977	2	2
<i>TIC Magazine</i> , 1978	2	3
<i>TIC Magazine</i> , 1979	2	4
<i>TIC Magazine</i> , January-May 1980	2	5
<i>TIC Magazine</i> , June-December 1980	2	6
<i>TIC Magazine</i> , January-June 1981	2	7
<i>TIC Magazine</i> , July-December 1981	2	8
<i>TIC Magazine</i> , January-June 1982	2	9
<i>TIC Magazine</i> , July-December 1982	2	10
<i>TIC Magazine</i> , January-May 1983	2	11
<i>TIC Magazine</i> , June-December 1983	2	12
<i>TIC Magazine</i> , 1984	2	13
<i>TIC Magazine</i> , 1985	2	14
<i>TIC Magazine</i> , 1986	2	15
<i>TIC Magazine</i> , 1987	2	16
<i>TIC Magazine</i> , 1990-1991	3	1
<i>TIC Magazine</i> , 1992	3	2
<i>TIC Magazine</i> (7 bound volumes), 1958-1980	3	Loose

<i>TIC Magazine</i> (3 bound volumes), 1981-1989	4	Loose
<i>The Best of Time</i> magazine, 1988	4	1
<i>The Best of Time</i> magazine, 1989	4	2
<i>The Best of Time</i> magazine, 1990	4	3
<i>Time Capsule</i> magazine, 1985 – 1986	4	4
<i>Time Capsule</i> magazine, 1987 – July 1988	4	5
<i>Time Capsule</i> magazine, August 1988 – 1989	4	6
<i>Time Capsule</i> magazine, 1990 – 1991	4	7
<i>Time Capsule</i> magazine, 1992	4	8
<i>Time Capsule</i> magazine, 1993	4	9
<i>Time Capsule</i> magazine, 1994	4	10
Miscellaneous Publications	4	11
– <i>TIC, TIC, TIC</i> , 1956-1958 (not a complete set)		
– <i>Inside TIME</i> , 1965-1967 (not a complete set)		
– <i>Timewise</i> , December 1976-August 1977		
– <i>Our Record</i> , 1932		
– <i>T.I.C. Topics</i> , June 1921; May/June 1922; and May 1923		
<i>TIC, TIC, TIC (Time Insures Time)</i> [1 bound volume], 1954-1958	5	Loose
<i>Time-Ly Doings</i> (1 bound volume), 1961-1963	5	Loose
<i>Inside Time</i> (1 bound volume), 1963-1968	5	Loose
<i>AMEV Vision</i> , 1978 (2 copies), 1981 and 1986	5	Loose
Insurance Policy Records		
Accident Insurance	5	1
Disability Insurance	5	2
Hospital Insurance	5	3
Hospital – Surgical Policy	5	3A
Income Benefit	5	4
Insurance forms – miscellaneous	5	5
Insurance Policy – Veronica Quigley, 1946, and Florence Roemer	5	6
Life Insurance – Term	5	7
Major Medical	5	8
Polio/Dread Disease	5	9
Riders/Endorsements	5	10
Wisconsin/Badger Plans	5	11
Administrative/General Records		
Advertisements	5	12
Agent's Council	5	13
AMEV Annual Reports/Reviews, 1986-1989	5	14
AMEV Annual Reports/Reviews, 1990, 1992	5	15
AMEV Miscellaneous	5	16
Annual Reports/Reviews (Time Insurance Co.), 1966, 1969-1970, 1972-1976,	5	17

1990, 1992		
Bank of Commerce, 1977	5	18
Capital Stock Analysis, March 1964	5	19
Centennial Calendar, 1992	6	1
Company Information for Customers	6	2
Company Information for Employees	6	3
Extra-Flex-Life Material	6	4
Financial Statements, 1925-1966	6	5
Historical Information	6	6
Home Office Directories, 1973-1974, 1976-1978, 1980-1981	6	7
Hospital/Surgical Plan, 1964	6	8
Hunting & Travel Insurance, 1965	6	9
Individual Medical	6	10
Long Term Care Brochure, 1992	6	11
Manuals – Agents & Employees	6	12
Manuals – Insurance/Rate/Underwriting	6	13
MET Product Literature, 1987-1990	6	14
Miscellaneous	6	15
PEP Program, 1978	6	16
Polio Victim Article from <i>Tic-Tic-Tic</i> , May 1956	6	17
Program: Tree Planting – Annual	6	18
Rate Sheets, 1919-1933	6	19
Regional Meetings, 1984	6	20
Short-Term Insurance	6	21
Springboard Life Meeting, Bailey’s Harbor, WI, 1958	6	22
Stationery (original), 1898	6	23
T-Day, 1965	6	24
“Take Your Time” Auto Plate, 1939	6	25
The Making of One Billion, September 1975	6	26
TICO/TICO II Company (Junior Achievement Sponsored Co.)	6	27
Time Indemnity Company, 1910	6	28
Top 24, 1967	6	28A
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RATE MANUALS	7	Loose
– Disability Rate, 1982		
– Health Insurance, 1976-1985 (not inclusive)		
– Health Rate, 1982-1984		
– Income Protection, 1988		
– Life and Health, 1980-1981, 1987		
– Life Insurance, 1975, 1978-1979		
– Life Rate, 1982-1984, 1986		
SERIES 2: FORTIS		
Company Publications		
<i>Fortis</i> magazine, 1992	8	1
<i>Fortis Sales</i> magazine, March 1993 – January 1995	8	2
<i>FYI Fortis Sales</i> Newsletter, 1995	8	3
<i>FYI Fortis Sales</i> Newsletter, 1996	8	4
<i>FYI Fortis Sales</i> Newsletter, 1997-1998	8	5
Publications – Miscellaneous	8	6
– <i>Health Update</i> , March/April 1994		
– <i>Fortis News Network</i> , May 1996		
Administrative/General Records		
Advertising	8	7
Agents – Company Information	8	8
Agents’ Handbooks/Guides	8	9
Annual Reports, 1991-1993	8	10
Annual Reports, 1994-1995	8	11
Annual Reports, 1996, 1998-1999	8	12
Marketing Kits	8	13
Policy & Services flyers/brochures	8	14
Fortis – miscellaneous		
SERIES 3: ASSURANT HEALTH		
Annual Reports, 2003, 2005, 2007-2009	8	Loose
Policy Portfolios	8	15
Policy & Services Brochures/Flyers	8	16
Text panels from Assurant Health History Exhibit	9	Loose
SCRAPBOOKS/LEDGERS		LOCATION
Time Insurance Co., R.L. Paddock, President, 1959		WHS, Sh. E046
Time Insurance Co., “Gift of Time,” 1977-1983		WHS, Sh. E046
Capital Stock Certificate Ledger, 1910-1953		WHS, Sh. E046

Cash Disbursements, May 22-November 29, 1941	WHS, Sh. E047	
OVERSIZE MATERIAL	LOCATION	
Oversize Small Items <ul style="list-style-type: none"> - Certificate of Membership and Receipt for August Ranis in La Crosse Mutual Aid Association, 1892 - Time Insurance Co. "Life Income Security" Disability Policy, issued to Mathew Bell of Sheboygan Falls, 1928 - Time Insurance Co. Security Policy, issued to William Funk of Menasha, 1920 - Time Insurance Co. Employee's Family Group Hospital Policy form - Well Workplace Bronze Award to Time Insurance Co., 1997 - Reproductions of newspaper articles re organization of La Crosse Mutual Aid Association, J.O. Paddock obituary, John Keelan obituary 	OS SM "A"	
Plaques: <ul style="list-style-type: none"> - 1968 Top 24 Conference - 1969 Top 24 Conference 	WHS, Sh. E047	
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– Guilfoils, Tom		
– Keelan, John		
– Lassanske, Carl		
– Liddiard, Barney		
– Luening, William		
– Markey, Bill		
– Nussbaumer, David		
– Paddock, J.O. (caricature in newspaper), 1917		
– Sarbacker, William		
– Stolle, George		
– Swodzinski, Betty		

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