

**Title:** Assurant Health Collection

**Reference Code:** Mss-2406

**Inclusive Dates:** 1892 – 2009

**Quantity:** 9.4 cu. ft.

**Location:** WHS, Sh. E018-E020  
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. 5<sup>th</sup> 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.

<b>Folder Heading</b>	<b>Box #</b>	<b>File #</b>
<b>SERIES 1: TIME INSURANCE COMPANY</b>		
<b>Company Publications</b>		
<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
<b>Insurance Policy Records</b>		
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
<b>Administrative/General Records</b>		
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
<b>EMPLOYEES</b>		
Connor, Bertha	6	29
Giljohann, Arthur Emil	6	30
Home Office Employees	6	31
Horman, Sid L.	6	31A
Hurley, Robert J.	6	32
Keelan, John	6	33
Keelan, Michael	6	34
Paddock, Richard L.	6	35
Platz, Albert	6	36
Rhodes, Walter	6	37

Traphagen, Charles	6	38
Willis, Ken	6	39
<b>RATE MANUALS</b>	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		
<b>SERIES 2: FORTIS</b>		
<b>Company Publications</b>		
<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		
<b>Administrative/General Records</b>		
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		
<b>SERIES 3: ASSURANT HEALTH</b>		
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
<b>SCRAPBOOKS/LEDGERS</b>		<b>LOCATION</b>
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	
<b>OVERSIZE MATERIAL</b>	<b>LOCATION</b>	
Oversize Small Items <ul style="list-style-type: none"> <li>- Certificate of Membership and Receipt for August Ranis in La Crosse Mutual Aid Association, 1892</li> <li>- Time Insurance Co. "Life Income Security" Disability Policy, issued to Mathew Bell of Sheboygan Falls, 1928</li> <li>- Time Insurance Co. Security Policy, issued to William Funk of Menasha, 1920</li> <li>- Time Insurance Co. Employee's Family Group Hospital Policy form</li> <li>- Well Workplace Bronze Award to Time Insurance Co., 1997</li> <li>- Reproductions of newspaper articles re organization of La Crosse Mutual Aid Association, J.O. Paddock obituary, John Keelan obituary</li> </ul>	OS SM "A"	
Plaques: <ul style="list-style-type: none"> <li>- 1968 Top 24 Conference</li> <li>- 1969 Top 24 Conference</li> </ul>	WHS, Sh. E047	
<b>PHOTOGRAPHS</b>		
\$2 Billion Mark	10	1
70 <sup>th</sup> Anniversary, 1962	10	2
75 <sup>th</sup> Anniversary, 1967	10	3
Advertisements/Promotions	10	4
Agent Directors Conference, 1964	10	5
Agent Directors Conference, 1965	10	6
AMEV	10	7
Board of Directors	10	8
Board of Directors Meeting, 1965-1967	10	9
Centennial History Book Photos, 1992	10	10
Community Support	10	11
Group Department Personnel	10	12
Home Office Study Course/Agent Schools, 1949	10	13
Home Office Study Course, 1951	10	14
Home Office Study Course, 1953	10	15
Home Office Study Course, 1955	10	16
Home Office Study Course, 1965	10	17
Home Office Study Course, 1967	10	18
Home Office Study Course, 1969 (?)	10	19
Inner Circle Meetings, 1947-1951	10	20
Making a Billion	10	21
Meetings/Gatherings Identified	10	22
Meetings/Gatherings Unidentified	10	23
Millionth Insurance Policy, April 1971	10	24
Miscellaneous	10	25
Neighborhood pre-515 Building, 1969	10	26

Old Timers Party, 1966	10	27
Promotional Car Shots, ca. 1960	10	28
Regional Meeting, 1961	10	29
Regional Meetings, 1965	10	30
Regional Meetings, 1966	10	31
R.L. Paddock Handing Out Life Insurance Policy	10	32
Sales Congress (?), Holiday House, 1956	10	33
Staff – Group Photos	10	34
Sunshine Club/Circus Parade, 1966-1967	10	35
Technical Support	10	36
Time Insurance Buildings – Germania & Reuss Federal buildings	10	37
Time Insurance Building – Funk Building, La Crosse, WI	10	38
Time Insurance Building – Security Building, 2 <sup>nd</sup> & Wisconsin	10	39
Time Insurance Building – 735 N. 5 <sup>th</sup> Street (Exterior)	10	40
Time Insurance Building – 735 N. 5 <sup>th</sup> Street (Interiors), 1965	10	41
Time Insurance Building – 515 W. Wells Street	10	42
Time Insurance Building – Time South, 2 <sup>nd</sup> & Clybourn	10	43
Time Insurance Building – 501 W. Michigan	10	44
Top 12 Meeting, 1963	10	45
Top 24 Conference, 1966	10	46
Top 24 Conference (Drake Hotel), 1967	10	47
Women in the Office	10	48
<b>PHOTOGRAPHS – INDIVIDUAL EMPLOYEES</b>		
Employees:	10	49
– Barbee, Chuck		
– Behrens, Al		
– Bolling, John		
– Callahan, Tom		
– Clancy, Bob		
– Foss, Terry		
– Friedel, Leo		
– Giljohan, Emil		
– 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		

<ul style="list-style-type: none"> <li>- Tillmann, Robert A.</li> <li>- Trotter, Sue (nee Magestro)</li> <li>- Vetta, Tony</li> </ul>		
Bartl, Ed	10	50
Brady, Amanda	10	51
Bubon, George	10	52
Christian, Ernie	10	53
Horman, Sid	10	54
Jordens, Walter	10	55
Lewis, Carrol S.	10	56
Mueller, Norma	10	57
O'Connell, Jerry	10	58
Paddock, Paul, Sr.	10	59
Paddock, Paul, Jr.	10	60
Paddock, R.L.	10	61
Wepfer, Jack	10	62
Willis, Ken	10	63
Oversize Photos	10	64
<b>SEE ALSO: OVERSIZE PHOTOS #2891-2903</b>		