

ADMINISTRATIVE FILES. 1962-1992, Series 1, 13.625 cu. ft., 378 folders in 29 document boxes, 1 oversize folder.

This series of Record Group 3.3, Liberty Life Post Corporation Records, span the time period from 1962 to 1992, with the bulk of the records dating from 1968-1988. There are 378 folders of material in 29 document boxes and 1 oversize folder. Included in this series are such materials as booklets, correspondence, financial reports and statements, manuals, memoranda, legal documents, reports, and speeches. These administrative records show how the Liberty Life Insurance Company developed and expanded from the time it became a subsidiary of Liberty Corporation in 1967 through the mid-1980s.

Records related to different aspects of the insurance business are filed in this series. Annual statements document how the insurance company progressed financially from 1968-1987. In addition, there are budget reports from 1969-1974, as well as other financial records. Moreover, board and committee fees from 1968-1973 are filed in this series. There are manuals for office procedures, and insurance codes and rates. Also, there is material on direct mail underwriting for life insurance and hospital coverage, and the formation of a health maintenance plan for Greenville County, South Carolina in 1974.

Correspondence, memos, reports, and some notes in relation to a consulting company, Management Analysis Center, Inc. (MAC), which Liberty Life hired to improve the management and profitability skills of the employees, can be found in this series. Also included are several folders on strategic planning, which contain memos, reports, minutes of meetings, and articles. Moreover, there are analyses of insurance operations, employee opinion surveys, examination reports, and long-range plans. The minutes of meetings of the Executive Office from 1977-1978 cover such topics as long-range plans, capital expenditures, status reports, responsibilities of committees, acquisitions (e.g. United Fidelity Insurance Company, Atlas Insurance Company), and reorganizations (e.g. Liberty Properties, Inc.). Finally, speeches, which were used to address conferences and meetings, are filed in this series.

Information can be found on two companies in which Liberty Life purchased some of their stock. The folders on International Biophysics Corporation, a medical, scientific measuring instrument production company based in Irvine, California, contain correspondence, notes, financial statements, memos, booklets, as well as the purchase agreement and other related documents. Material on the Munch Corporation, a snack food company, include audit reports, stock purchase agreements, income statements, and correspondence.

In 1972 Benedict College borrowed money from Liberty Life, South Carolina National Bank, Bankers Trust, and Citizens & Southern National Bank to satisfy past due open accounts and for operating expenses. The folders pertaining to this loan contain correspondence, financial statements, as well as copies of the promissory notes, the loan agreement and other documents.

Liberty Life set up programs to encourage the growth, development, and morale of their employees. There are a number of folders on contests to motivate employees to compete for the most sales of insurance. Prizes included dinners, clothing, televisions, furniture, and appliances. The folders contain memos, lists of winners, contest posters, and information about the prizes. Moreover, material can be found on Annual Leaders Conferences and President's Millionaires Conferences, which were sponsored by Southern Life Insurance Company from 1981-1985. Also included are some records on Honorary President's Club,

a group for retired field personnel if they could recruit new agents; Liberty Luncheon Club, a group for female employees; and Plus Point Club, an incentive program for field agents if they could obtain the level of income they set for themselves for a year. Finally, records can be found on the National Merit Scholarship Corporation, with whom Liberty Life sponsored to an annual scholarship award to two qualified full time employees' children who were named finalists in the corporation's competitive exams. They include correspondence, memos, invoices, as well as booklets describing the program, and carbon copies of notices informing winners the amount of scholarship money they would receive.

Other information can be found in this series. There is some material on the history of Liberty Life which include some correspondence, drafts of two chapters, as well as an entire draft of *The Liberty Spirit: History of The Liberty Corporation* (More information on this subject can be found in "Archives Program" in Record Group 11.2, *The Liberty Corporation*). Finally, there is some information about Bent Tree, a housing subdivision built by Liberty Life, Cosmos Broadcasting Corporation, Greater Arizona Savings and Loan Association, as well as two insurance companies acquired by Liberty Life, Southern Life and Triad.

The oversize material include thirteen calendars for "Diamond Jubilee: The Year of Achievement (1980) at Liberty Life Insurance Company" and six posters for various contests.

A complete container list follows.