SERIES DESCRIPTIONS

THE BROADCASTING COMPANY OF THE SOUTH. 1957-1964, Series 1, .6 cu. ft., folders 1-19. This series contains board of directors' files, financial statements, and correspondence relating to this Hipp family-owned broadcasting subsidiary. The files are arranged alphabetically; the internal organization of each folder is chronological.

The Hipps' radio operations were a subsidiary of Surety Life Insurance Company in the 1940's. A separate entity, The Broadcasting Company of the South, was formed in August, 1950, to administer radio and television interests. Herman Hipp served as vice president and director of this company. Notable correspondents include Charles A. Batson and G. Richard Shafto.

<u>Folder</u>	<u>Title</u>
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COSMOS BROADCASTING CORPORATION. 1965-1982, Series 2, 1.8 cu. ft., folders 1-46. This series includes board meeting reports, committee meeting summaries, correspondence, financial reports, and marketing studies. The arrangement of the series is alphabetical, and each folder is organized chronologically.

In 1965, The Broadcasting Company of the South acquired a major-market television station, WTOL, of Toledo, Ohio. As a result of this geographic expansion, the company's name was changed to Cosmos Broadcasting Corporation. This series documents the steady growth of Cosmos, including the acquisition of Orion Broadcasting in 1980. Herman Hipp continued as vice president and director of the new company. Correspondents in this series include Charles A. Batson, John W. Lindsay, G. Richard Shafto, and Donald R. Tomlin.

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2.14	Budgets – 1982
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	General
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LIBERTY LIFE INSURANCE COMPANY. 1943-1982, Series 3, 28.3 cu. ft., folders 1-791. This major series is composed of committee minutes, correspondence, financial reports and projections, marketing studies, sales management reports, speeches, and memoranda. The files are arranged alphabetically by division, department, or subject. Each folder is arranged chronologically.

Liberty Life Insurance Company was founded in 1943, the result of the merger of two Hipp family-controlled enterprises, Southeastern Life Insurance Company and The Liberty Life Insurance Company. This series charts the expansion of Liberty Life. For comparison, the company's total insurance in force for the year 1943 was \$181 million; by the end of 1982, this indicator stood at \$8.2 billion. This series provides a forty-year overview of the various divisions of Liberty Life. For most of this period, Herman Hipp bore direct responsibility for sales, and the Agency Division folders are the best barometers of Hipp as an administrator. He communicated regularly with different Liberty Life executives, including Roger Bourland, C.F. Dawes, J.K. Davis, Clint Edwards, Harris Gravely, Glenn Hilliard, George H. Hipp, Francis Hipp, Hayne Hipp, Dirk Holleman, Frank D. Hunt, Roy F. Hunt, W.E. Lay, Jr., Rex L. Metz, W.C. McMasters, Robert D. Ritchie, Thomas H. Robelot, Robert R. Scales, Jr., C.A. Smith, and Stanford Y. Smith.

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3.7 4 7	Stockholders and Directors Meetings
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3.734	Underwriting Division
3.755	Advanced Underwriting – 1971
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3.772	Socio-Economic Underwriting – 1966
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3.790	Office Performance Reports – 1962		
3.791	Survey Reports – 1962		

SELICO INCORPORATED. 1965-1968, Series 4, .05 cu. ft., folders 1-3. This series is composed of annual reports, balance sheets, board minutes, committee minutes, financial reports, and memoranda. The files are arranged chronologically by year; each folder is also organized chronologically.

Established in June 1964, SELICO was the holding company for The Southeastern Life Insurance Company. In turn, Liberty Life Insurance Company owned majority interest in both the common and preferred stock of SELICO. Herman Hipp was senior vice president and director of this subsidiary. SELICO was dissolved in July 1968 when all the outstanding stock of The Southeastern Life Insurance Company was sold to Liberty Life. Correspondents include J.K. Davis, W.T. Black, and Robert M. Royalty.

<u>Folder</u>	<u>Title</u>
	General
4.1	1965-1966
4.2	1967
4.3	1968

THE SOUTHEASTERN LIFE INSURANCE COMPANY. 1964-1968, Series 5, .25 cu. ft., folders 1-8. This series contains board of directors' minutes, correspondence, and memoranda. The arrangement of the series is alphabetical, and each folder is organized chronologically.

<u>The</u> Southeastern Life Insurance Company was chartered on May 19, 1942 as a Hipp family enterprise. Prior to 1964, this firm operated only in the state of Alabama. In June of that year, The Southeastern became a wholly-owned subsidiary of SELICO, a holding company controlled by Liberty Life. The Southeastern primarily sold ordinary life insurance, term insurance, and annuities through a network of general agents in Alabama, Florida, Georgia, and South Carolina. After several years of operating losses, Liberty Life bought from SELICO the stock of The Southeastern, and both companies passed out of existence. Among the correspondents in this series are William T. Black and Rex L. Metz.

<u>Folder</u>	<u>Title</u>
5.1	Black, William T. – 1964-1966 Correspondence
5.2	April - June, 1964
5.3	June - December, 1964
5.4	1965
5.5	1966
5.6	1967
5.7	1968
5.8	Report on Examination – 1965

THE SURETY LIFE INSURANCE COMPANY. 1956-1961, Series 6, .9 cu. ft., folders 1-51. This series is comprised of committee minutes, correspondence, financial summaries, investment statements, memoranda, and production reports. The files are arranged alphabetically; within each folder the organization is chronological.

In 1942 Southeastern Life Insurance Company (chartered in1905) merged with <u>The</u> Liberty Life Insurance Company. All debit insurance from <u>The</u> Liberty Life was transferred to Southeastern Life's 1905 charter. This newly formed corporation was entitled "Liberty Life Insurance Company." The old company founded in 1919 by W. Frank Hipp, formerly <u>The</u> Liberty Life Insurance Company, changed its name to Surety Life Insurance Company. Surety's assets consisted of paid-up insurance, real estate investments, and two Hipp family-owned radio stations. The merger agreement also stipulated that Surety Life would receive 5% of all premiums collected by the Industrial Division of Liberty Life Insurance Company until 1956. Surety Life did not sell insurance but remained active as a vehicle for reinsurance and investments.

Surety Life was reorganized in August, 1950. The two radio stations were placed in a new firm, The Broadcasting Company of the South. A new entity, <u>The</u> Surety Life Insurance Company, was created to manage insurance, investments, and real estate operations. In 1955, <u>The</u> Surety Life recruited an agency sales force and began, for the first time, active solicitation of direct insurance. Its chief product, targeted to middle-class buyers, was monthly debit ordinary (MDO) insurance. Wholly owned subsidiaries of <u>The</u> Surety Life included <u>The</u> Surety Insurance Company, formed early in 1957 as a fire, property, and casualty company; Independence Insurance Company, a life insurance company chartered in 1930; and Liberty Life Building, Inc., later known as Surety Realty Corporation. Another reorganization of <u>The</u> Surety Life Insurance Company occurred in December, 1961. Its successor firm became Surety Investment Company, with various specialized subsidiaries.

As president and director of The Surety Life and its subsidiaries, Herman Hipp received summaries from every division of the company. Among his correspondents were W.E. Gantt, James Henderson, George Hipp, I.G. McWhorter, and John L. Sloan.

<u>Folder</u>	<u>Title</u>
	Advertising
6.1	1956
6.2	1957
6.3	1958
6.4	1959
6.5	Annual Meetingb – 1957
6.6	Balance Sheet – 1959
6.7	Blueprint for The Surety Insurance Company – 1957
6.8	By Laws – 1958
6.9	Co-Insurance Agreement – 1958
6.10	Code of Accounts – 1956-1957
6.11	Columbia Budget – 1957

	Compensation Reports
6.12	1956-1957
6.13	1958
6.14	1959
	Convention
6.15	1957
6.16	1958
6.17	Qualifications/Standards – circa 1957
6.18	Corporate Structure Changes – 1961
0.10	Correspondence
6.19	1956-1957
6.20	1958
6.21	1959
6.22	1961
6.23	Exclusive Agent's Contract – 1960
6.23A	Financial Statements – 1942, 1946-1947, 1951-1952
6.24	Group Insurance – 1957
6.25	Income and Disbursement Statement – 1957
6.26	Independent Agents' Contract – 1961
0.20	Investment Statements
6.27	1957
6.28	1958
6.29	1959
6.30	Liberty Life Building Incorporated – 1959
	Monthly Reports
6.31	1957-1958
6.32	1958-1959
6.33	Operations Committee – 1958-1959
6.34	Pension Letters – 1957
6.35	Personnel – 1956
6.36	Policies – 1957
6.37	Policies Issued Report – 1957
6.38	Rates – circa 1957
6.39	Report for Operations Committee – 1960
6.39A	Report on Examination of Study – December 31, 1959
6.40	Securities Owned – 1957
	Stockholders Meeting
6.41	1957
6.42	1958
6.43	1959
6.44	1961
6.45	Stock Surveys – 1957
6.46	Surety Furniture – 1961
6.47	Surety Sales Round-Up – 1961
6.48	New Balance Sheets – 1957
6.49	Trial Balance Sheets – 1958

6.49A	Surety Life Insurance Co. of Utah, 1962
	Weekly Report
6.50	1958
6.51	1960

SURETY INVESTMENT COMPANY. 1963-1968, Series 7, 1 cu. ft., folders 1-37. This series is comprised of balance sheets, committee minutes, correspondence, financial statements, and memoranda. The series is arranged alphabetically by subject; within each folder the arrangement is chronological.

Chartered in February 1962, Surety Investment Company was the successor firm of The Surety Life Insurance Company. Surety Investment Company's wholly-owned subsidiaries included The Surety Insurance Company, The Surety Indemnity Company, Surety Realty Corporation, and Premium Acceptance Corporation. The two insurance subsidiaries (The Surety Insurance and The Surety Indemnity) incurred losses exceeding \$800,000 by the end of 1964. Consequently, Surety Investment Company transferred its life insurance business to Liberty Life at the end of 1965 and sold its casualty operations in April 1966. Operating as a real estate investment and development firm, Surety Investment Company acquired a chain of beauty salons (La Marick Beauty System) and built shopping centers in Columbia, S.C., and Morristown, Tenn. In December 1968, The Liberty Corporation acquired all the assets of Surety Investment Company in exchange for stock. A detailed account of this transaction can be found in a folder entitled "Proxy Statement – 1968." After its acquisition by The Liberty Corporation, Surety Investment Company became known as Liberty Properties Group.

As president of Surety Investment Company, Herman Hipp corresponded with many executives, among them Benjamin C. Bishop, Harris P. Gravely, F.W. Lorick, John Gregg McMaster, and Robert E. Williams.

<u>Folder</u>	<u>Title</u>
	Atlanta Fulton Development Corporation
	Financial Statements
7.1	1964
7.2	1965-1966
7.3	1967-1968
	Balance Sheets
7.3A	1962
7.4	1963
7.5	1964
7.6	1965
7.7	1966
7.8	Board of Directors – 1966
7.9	Cleveland Street Apartment Project – 1968
7.10	Consolidating Statement of Financial Condition – 1964
	Correspondence
7.11	1966
7.12	1967
7.13	1968
7.14	Executive Committee – 1968
	Finance Committee
7.15	1966

7.16	1967
7.17	1968
7.18	Financial Information – 1964
	Financial Statements
7.19	1964
7.20	1967
7.21	1968
7.22	Holding Company – 1968
	Hollyridge Development Company
	Financial Statements
7.23	1963-1964
7.24	1965-1966
7.25	1967-1968
	International Office Park Incorporated
	Financial Statements
7.26	1964
7.27	1965-1967
	LaMarick Beauty System
	General
7.28	1966
7.29	1967
7.30	1968
	Piedmont Plush Mills Incorporated
7.31	1967
7.32	Proxy Statement – 1968
7.33	Securities Lists – 1968
	Stockholder's Meetings
7.34	1963-1964
7.35	1965-1966
7.36	1967-1968
7.37	Work Measurement Program – 1965

PREMIUM ACCEPTANCE CORPORATION. 1965-1968, Series 8, .175 cu. ft., folders 1-4. This series consists of brochures, correspondence, financial reports, and proposals. The series is arranged chronologically by year; within each folder the organization is also chronological.

Premium Acceptance Corporation (PACO) was established in August 1965, as a vehicle for financing insurance premiums. PACO was a subsidiary of Surety Investment Company and Herman Hipp served as vice president and director. In June 1968, Premium Acceptance Corporation was sold to American Security Insurance Company. Correspondents in this series include Benjamin C. Bishop, Jr., and B.C. Young.

<u>Folder</u>	<u>Title</u>
	General
8.1	1965
8.2	1966
8.3	1967
8.4	1968

THE SURETY INDEMNITY COMPANY. 1963-1965, Series 9, .05 cu. ft., 1 folder. This series contains balance sheets, correspondence, financial statements, and memoranda. The single folder that comprises this series is arranged chronologically.

Organized in December 1961, The Surety Indemnity Company was a fire and casualty operation and a wholly-owned subsidiary of Surety Investment Company. Prior to 1961, The Surety Indemnity Company was known as The Surety Insurance Company. In April 1966 The Surety Indemnity Company was sold to Consolidated Holding Corporation of Philadelphia. Correspondents in this series include Richard W. Edens, Frank G. Gillingham, and B.C. Young.

<u>Folder</u>	<u>Title</u>
9.1 9.2	Comparative Balance Sheets
9.2	Financial Information – 1963-1966 Securities Owned

THE SURETY INSURANCE COMPANY. 1963-1965, Series 10, .25 cu. ft., folders 1-11. This series contains correspondence, financial summaries, memoranda, and production reports. The files are arranged alphabetically by subject, and each folder is organized chronologically.

Two different Hipp family-controlled companies took the name "The Surety Insurance Company." From 1957 until 1961, The Surety Insurance Company was a property and casualty company and a wholly-owned subsidiary of The Surety Life Insurance Company. From 1962 until 1965, The Surety Insurance Company was a life insurance company and a wholly-owned subsidiary of Surety Investment Company. In December 1965, Liberty Life absorbed the life insurance business of The Surety Insurance Company, thus ending the latter company's active operations. As president of the various Surety Companies, Herman Hipp corresponded with many Liberty Life and Surety executives. Among the correspondents in this series are James M. French, Harris P. Gravely, Francis M. Hipp, John W. Lindsay, Richard Morgan, and B. C. Young.

10.1 Advertising, 1962 10.2 Annual Meeting, 1962 Correspondence 10.3 January 1963 – November 1962 10.4 October – August, 1962 10.5 July – January, 1962 10.6 1963 10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
Correspondence 10.3
10.3 January 1963 – November 1962 10.4 October – August, 1962 10.5 July – January, 1962 10.6 1963 10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.4 October – August, 1962 10.5 July – January, 1962 10.6 1963 10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.5 July – January, 1962 10.6 1963 10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.6 1963 10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.7 1964 10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.8 1965 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
 10.9 Exclusive Agents Contract, 1962 10.10 Financial Information – 1964
10.10 Financial Information – 1964
10.11
10.11 Financial Statements – 1964
10.12 Independent Agents Contract, 1962
Operations Committee, 1961 – 1962
10.13 Agenda 1 of 2
10.14 Agenda 2 of 2
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10.15 1964
10.16 1965
10.17 Sales Roundup, 1962
10.18 Securities Owned, 1962
10.19 Statement on Conflicts of Interest – 1961-1962
10.20 Stockholders Meeting, 1962
Work Measurement Program
1962
10.21 Survey Report No.1
10.22 Survey Report No.2
10.23 1963
10.24 1964
10.25 Young, Beverly C. – 1963

SURETY REALTY CORPORATION. 1964-1967, Series 11, .10 cu. ft., folders 1-4. This chronologically arranged series consists of financial reports and summaries. Surety Realty was originally organized as a North Carolina corporation to own and operate the Liberty Life building in Charlotte. Its original title was Liberty Life Building, Inc. The corporation was used in later years to manage various investment properties. In the mid 1960's Surety Realty was a wholly-owned subsidiary of Surety Investment Company, and its sole asset was Morristown Plaza, a shopping center in Morristown, Tennessee. Surety Realty Corporation passed out of existence in December 1968 when its parent company was acquired by The Liberty Corporation.

<u>Folder</u>	<u>Title</u>
	Financial Statements
11.1	1964
11.2	1965
11.3	1966
11.4	1967

SPECIAL SERVICES CORPORATION. 1958-1970, Series 12, .225 cu. ft., folders 1-9. This chronologically arranged series consists of balance sheets, financial statements, and memoranda. Special Services Corporation was established to provide computer and air transport services for Liberty Life Insurance Company and Surety Investment Company. Correspondents in this series include T.H. Grant and Harris P. Gravely.

<u>Folder</u>	<u>Title</u>
	Financial Statements
12.1	1958
12.2	1959
12.3	1960
12.4	1961 - 1962
12.4A	1963-1965
12.5	1966
12.6	1967
12.7	1968
12.8	1969
12.9	1970

LIFE INSURANCE AGENCY MANAGEMENT ASSOCIATION. 1950-1982, Series 13, 3.15 cu. ft., folders 1-105. This series contains correspondence, printed newsletters, pamphlets, and marketing research summaries. It is arranged alphabetically by subject, and each folder is organized chronologically.

Founded in 1922, the Life Insurance Agency Management Association (LIAMA) was a "central clearing house" for exchanging ideas on agency administration practices. Supported by more than 300 member companies, this non-profit association also published research studies based on surveys of its membership and provided consultants to implement new concepts. LIAMA gave Herman Hipp and other key Liberty Life executives a broadened perspective on the insurance industry and directly influenced Liberty's sales training programs. Correspondents in this series include Donald Bramley, Fred Jarvis, F.M. Peirce, S. Rains Wallace, and Charles J. Zimmerman.

<u>Folder</u>	<u>Title</u>
13.1	Accident and Sickness Survey – 1957
13.2	American Life Convention – 1961
	Annual Meeting
13.3	1954-1955
13.4	November 7-10, 1961
13.5	November 6-9, 1962
13.6	1966 & 1968
13.7	1971
	Combination Companies Conference
13.8	1953 -1954
13.9	1955
13.10	1970
13.11	1971
13.12	Committee Minutes – 1960
13.13	Conference – 1964 & 1967-1968
	Conventions
13.14	1956-1958
13.15	1958
13.16	Montreal – 1959
13.17	1960
13.18	1962-1970
13.19	1972
	Correspondence
13.20	1955
13.21	1956
13.22	1957
13.23	1958
13.24	1959
13.25	1960
13.26	January - May, 1961
13.27	June - December, 1961

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13.28
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                     1968-1969
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              Current Practices
13.38
                     1955-1956
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13.43
                     1961-1965
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                     1966-1969
13.45
                     1970-1972
13.46
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              Current Recruiting Activity
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                     1956
                     1959
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13.49
              District Managers Orientation Guide – 1962
13.50
              Fact-Finding Four – 1953
              Fact Ferreting Six – 1963-1974
13.51
13.52
              General Oglethorpe Meeting – 1951-1952
              Insurance in Force Surveys
13.53
                     1955-1957
13.54
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13.55
                     1959
13.56
                     General – 1959
                    Helps for Promoting Quality Business – 1958
13.57
             Lapse Surveys
13.58
                     1955-1957
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13.59
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13.61
              Managers Magazine – 1958
              Monthly Survey of Life Insurance Sales
13.62
                     1955-1957
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                     1971-1972
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13.78
              National Quality Award – 1950-1953
             News Letters - 1955-1957
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             News Weekly, Golden Anniversary – 1966
             Ordinary Reports
13.81
                     1960
                     1961
13.82
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                     1962
13.84
                     1963-1964
13.85
                     1965
13.86
             Personal and Property Reference Book – 1960-1961
13.87
             Production Data Handbook - 1968
              Quality Business Memos – circa 1957
13.88
              Quarterly Reports
13.89
                     1969
                     1970-1972
13.90
             Research Advisory Committee
13.91
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13.92
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13.93
                    1961
13.94
              School in Agency Management – 1961
              Spring Conference
13.95
                     1954
13.96
                     1957-1958
             Life Insurance Marketing and Research Association (LIMRA)
13.97
                    Annual Meeting – 1980
13.98
                    Conventions – 1979
                    General
13.99
                           January - June, 1974
13.100
                           July - December, 1974
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13.102
                           1981
13.103
                           January - June, 1982
13.104
                           July - December, 1982
13.105
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THE LIBERTY CORPORATION. 1968-1982, Series 14, 6.8 cu. ft., folders 1-199. This series contains committee minutes, correspondence, departmental reports, financial statements and summaries, memoranda, and news releases. It is arranged alphabetically by correspondent or subject. Each folder is organized chronologically.

The Liberty Corporation (TLC) was founded in 1967 as a publicly held investment management company. A diversified holding company, The Liberty Corporation was the parent company for such subsidiaries as Cosmos Broadcasting Corporation, Greater Arizona Savings and Loan Association, Liberty Life Insurance Company, Liberty Properties, and United Fidelity Life Insurance Company. This series details the formation and growth of The Liberty Corporation and also documents the attempt to merge The Liberty Corporation with South Carolina National Bank in 1968-1969.

As a senior officer and Director of The Liberty Corporation, Herman Hipp received both direct communications and copies of reports and memoranda for information. his correspondents include Hurd Baruch, Barry L. Edwards, Harris P. Gravely, Francis M. Hipp, Hayne Hipp, Leonard A. Maxwell, Macon G. Patton, Fred L. Perdue, and David W. Robinson, II.

<u>Folder</u>	<u>Title</u>
	Administration
14.1	1980
14.2	1981
14.3	1982
14.4	Analyst Visits – 1973
	Annual Report
14.5	1969-1972
14.6	1979
14.7	Archives – 1982
14.8	Audit Reports – 1969
14.9	Baruch, Hurd – 1968-1969
14.10	Board of Directors – 1969-1971
	Board Meetings
14.11	1979
14.12	1980
14.13	1981
14.14	1982
14.15	Budget – 1969-1970
14.16	By-Laws – 1969
	Chairman of the Board
14.17	1969-1974
14.18	1979-1980
	Communications Department
14.19	Conference Remarks – 1971
	General
14.20	1970

14.21	1971
14.22	1972
14.23	1973
14.23	
	January - June, 1974
14.25	July - December, 1974
14.26	1979
14.27	1980
14.28	1981
14.29	Control Guide and Financing Program, undated
	Controller
14.30	1974
14.31	1979
14.32	1980
14.33	1981
14.34	1982
	Corporate Development Department
14.35	1969
14.36	1970-1971
14.37	1972
14.38	1973
14.39	1974
11.57	Correspondence
14.40	1979
14.41	1980
14.42	January - June, 1981
14.43	July - December, 1981
14.44	1982
14.45	Corporate Planning, Task Force Report – 1969
	Data Processing Review Committee
14.46	1971
14.47	1972
14.48	1974
14.49	Dividend Policy – 1979
14.50	Electronic Data Systems Corporation – 1972
14.51	Equitable Acquisition – 1971
14.52	Finance Committee – 1969
14.53	Financial Public Relations Program – 1970
14.54	Financial Statements – 1969
	Foundation
	Meetings
14.55	1970
14.56	1971
14.57	1972
14.58	1973
14.59	1974
14.60	1978-1979
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14.61	Innuary June 1000
	January - June, 1980
14.62	August - November, 1980
14.63	1981
14.64	1982
1465	General
14.65	1968
14.66	1972
14.67	1973
14.68	Gravely, Harris P. – 1969-1970
14.69	Great Southern Life Insurance Company – 1971
14.70	Gulf Atlantic Life Insurance Company – 1972
14.71	Hand and Associates – 1970
	Hipp, W. Hayne
14.72	1979
14.73	1980
14.74	1981-1982
	Holding Company
	General
14.75	September - October, 1968
14.76	November, 1968
14.77	December, 1968
14.78	1969
14.79	Liberty/SCN – 1968
14.80	Liberty/SCN – 1969
14.81	Surety/Cosmos – 1969
14.82	Integon Corporation – 1970
14.83	Investment Analysis – 1968-1970
	Legal Department
14.84	1970-1973
14.85	1974
14.86	1979
14.87	1980
14.88	1981
14.89	1982
1	Liberty Properties Division
14.90	Atlanta Fulton Development Company – 1969-1970
14.91	Committee – 1969
11.71	Correspondence
14.92	1969
14.93	1970-1971
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14.95	1973
17.//	General
14.96	1970
14.90 14.97	1970
	1971
14.98	17/4

14.99	1979
14.100	1980
14.101	1981
14.102	1982
102	LaMarick Beauty System
14.103	1969
14.104	1970
14.105	1971
14.106	1972
	Long Range Plans
14.107	1969
14.108	1971
14.109	1975-1977
14.110	1980
14.111	Long Term Profitability – 1972
14.112	Snee Farm – 1971
14.113	Lindsay, John W. – 1970
110	Long Range Planning
14.114	1969
14.115	1970
14.115	1970
14.117	1972
14.118	June - August, 1973
14.119	September - December, 1973
14.120	1974
14.121	1979
	Management Committee
	General
14.122	January - May, 1969
14.123	June - August, 1969
14.124	September - December, 1969
14.125	January - February, 1970
14.126	March - April, 1970
14.127	May - July, 1970
14.128	August - December, 1970
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14.129	January - February, 1971
14.130	March - June, 1971
14.131	July - December, 1971
14.132	1972
14.133	1973
	Minutes
14.134	1970
14.135	1971
14.136	1973
14.137	January - June, 1979
14.138	July - December, 1979
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14.139	January - June, 1980
14.140	July - December, 1980
14.141	1981 - 1982
14.142	Management Meeting – 1978
14.143	Management Position Descriptions – 1976
14.144	Management Seminar – 1971
11.111	Management Services
14.145	IBM – 1971
14.146	RCA – 1971
14.140	Manpower Planning
14.147	1974
14.148	1979
14.149	Marketing Division – 1972-1976
14.150	McKinsey and Company – 1971-1972
14.151	Medical Care Reimbursement Plan – 1969
14.151A	Mergers and Acquisitions – 1979-1980
14.152	New York Stock Exchange – 1969
14.132	News Release
14.153	1974
14.153	1979
14.155	1980
14.156	1981
14.150	1982
14.157	
14.158	Old Equity Life Insurance Company – 1972
	Organizational Charts – 1969
14.160	Patton, Macon G. – 1980-1981
14.161	Payroll Changes 1971
14.161	1972
14.162	1972
14.163A	
	Planning Refinements – February 1980 Profile – 1973
14.164	
14 165	Profit Sharing Plan
14.165	1970-1973
14.166	1980
14.167	1981-1982 Property and Cosselty Insurance Program 1071 1072
14.168	Property and Casualty Insurance Program – 1971-1972
14.160	Proxy Statement
14.169	1968-1973
14.170	1982
14.171	Quarterly Reports – 1970
14 172	Report to Audit Committee
14.172	1979
14.173	1980
14.174	1981
14.175	1982

14.176	Retirement Committee – 1970
14.177	Securities and Exchange Commission – 1968
	Securities and Exchange Commission Forms (SEC)
14.177A	1977
14.177B	1978
14.177C	1979
14.178	Securities Owned – 1969-1970
14.179	Securities Analysts Charts – 1979
	Seminars
14.180	1973
14.181	1974
14.182	Southern Life Insurance Company – 1973
14.183	Spratlin Associates Incorporated – 1969-1971
14.183A	Stockholder Information
14.184	Stockholders and Directors Meeting – 1969
	Stockholders Meetings
14.185	1969
14.186	1972
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14.188	Stock Option Committee – 1979
14.189	Stock Option Plan – Registration Statement – 1970-1971
14.190	Strategic Issues – 1980
14.191	Strategic Planning – 1981
14.192	Sutherland, Asbil, and Brennan – 1969
14.193	Task force (LCMC-1) – 1969-1970
14.194	The Liberty Marketing Corporation – 1981
	Treasury Department
14.195	1969-1970
14.196	1972
14.197	Universal Life – 1981-1982
14.198	Wall, Patterson, McGraw, Richards Incorporated – 1971
14.199	Western Reserve Life – 1974

ATLAS LIFE INSURANCE COMPANY. 1979-1982, Series 15, .25 cu. ft., folders 1-7. This series consists of correspondence, memoranda, board minutes, and company newsletters. The files are arranged alphabetically, and each folder is arranged chronologically.

In July 1978, the Liberty Corporation acquired approximately 25 percent of the stock of Atlas Life Insurance Company, Tulsa, Oklahoma, and retained this stock until January 1982. Herman Hipp was an advisory (non-voting) member of the board of directors of this firm. Hipp corresponded with several Atlas Life Executives, including Howard F. Fine, Johnson D. Hill, Jr., and Joseph S. Jankowsky.

<u>Folder</u>	<u>Title</u>
	Board of Directors
15.1	1979-1980
15.2	1981
	General
15.3	1979
15.4	1980
15.5	1980-1981
15.6	1982
15.7	Newsletters – 1979-1981

GREATER ARIZONA SAVINGS AND LOAN ASSOCIATION. 1973-1982, Series 16, .35 cu. ft., folders 1-14. This series is composed of financial reports, long-range planning projections, and memoranda. The files are arranged alphabetically and each folder is arranged chronologically.

The Liberty Corporation purchased approximately 97 percent of the guaranty stock of Greater Arizona Savings and Loan Association, Phoenix, Arizona, on July 31, 1973, for \$14,000,000. With eleven branch offices, this thrift institution was the sixth largest savings and loan operation in Arizona. After several years of losses, The Liberty Corporation declared Greater Arizona to be a discontinued operation in December 1981. Liberty sold the company to Security Financial Corporation of Tucson, Arizona for \$6,000,000 on July 27, 1982.

<u>Folder</u>	<u>Title</u>
16.1	Divestment Analysts – 1980
	Financial Statements
16.2	1979
16.3	1980
16.4	1981
16.5	1982
	General
16.6	1973
16.7	1979
16.8	1981
	Long Range Plans
16.9	1974
16.10	1979
16.11	1980
16.12	1981
16.13	Preliminary List of Potential Buyers – 1980
16.14	Savings and Loan Merger Study – 1980

LIBERTY INVESTORS BENEFIT INSURANCE COMPANY (LIBCO). 1967-1971,

Series 17, .15 cu. ft., folders 1-6. This small series consists of correspondence, memoranda, and financial reports. The files are arranged alphabetically; within each folder the arrangement is chronological. This series contains papers from two separate subsidiaries, each of which took the acronym LIBCO.

In the fall of 1967, the Hipp family decided to enter the lucrative variable annuities insurance market. Simultaneous with the formation of The Liberty Corporation on November 27, 1967, a new subsidiary, Liberty Investors Benefit Life Insurance Company (known as LIBCO) was also established. In 1968 Liberty began negotiations to merge with South Carolina National Bank, and federal regulations prohibited the coexistence of a bank and a securities management firm (LIBCO) within the same holding company. Consequently LIBCO was sold to International Telephone and Telegraph Corporation on March 25, 1969. The following year, The Liberty Corporation created a mutual fund broker-dealer firm, entitled LIBCO, to provide Liberty Life salespeople with the ability to sell securities. Prominent correspondents include Frank Pierson, Robert S. Small, and Dr. Cheves Smythe.

<u>Folder</u>	<u>Title</u>
	Correspondence
17.1	-
17.1	1967
17.2	1968
	General
17.3	1968
17.4	1969
17.5	Securities Owned – 1967-1968
	LIBCO
17.6	General – 1970-1971

UNITED FIDELITY LIFE INSURANCE COMPANY. 1978-1982, Series 18, .5 cu. ft., folders 1-18. This series contains board of directors' minutes, committee minutes, correspondence, financial summaries, and newsletters. The series is arranged alphabetically by subject, and each folder is organized chronologically.

The Liberty Corporation acquired United Fidelity Life Insurance Company of Dallas, Texas, in 1978. Specializing in ordinary system insurance through a network of independent agents, United Fidelity targeted its sales to middle and upper income families. Because United Fidelity did not meet Liberty's expectations of profitability, it was sold for \$70 million to Western Preferred Corporation of Fort Worth, Texas, on July 29, 1982. As a member of United Fidelity's Board of Directors, Herman Hipp corresponded with Jon C. Ogg and M. Cullen Thompson.

Folder	<u>Title</u>
	Board of Directors
18.1	1980
18.2	1982
	Board Minutes
18.3	1981
18.4	1982
	Correspondence
18.5	January - June, 1979
18.6	July - December, 1979
18.7	1980
18.8	1981
18.9	1982
	Finance Committee
18.10	1980
18.11	1981-1982
	Long Range Plans
18.12	1979
18.13	1980
18.14	1981
	Newsletters
18.15	1980
18.16	1981
	Shareholders Meeting
18.17	1980
18.18	1982

PERSONAL SERIES. 1938-1985, Series 19, 8.6 cu. ft., folders 1-279. This series consists primarily of brochures, correspondence, and newspaper clippings which detail Herman Hipp's personal interests and reports that have no direct bearing on Liberty Life operations. The files are arranged alphabetically by correspondent or subject, and each folder is arranged chronologically.

Herman Hipp maintained voluminous correspondence with friends and acquaintances both within and outside of the insurance industry. He readily shared information with other insurance executives, as evidenced by a number of folders in this series entitled "Correspondence, Other Insurance Companies." This series also records Hipp's efforts on behalf of Furman University, Greenville Hospital System, Greater Greenville Chamber of Commerce, and Christ Church Episcopal School. Two folders, one entitled "Biographical," the other, "Mementos," provide much personal information on Hipp. His club affiliations and charitable contributions are also documented in the Personal Series. Among Herman Hipp's correspondents were Gordon W. Blackwell, Charles T. Clayton, L.G. Fishburne, Alester G. Furman III, T.S. Haggai, James M. Henderson, Ernest F. Hollings, John E. Johns, Moffett Kendrick, Howard H. Lamar, Arthur McCall, W.W. McEachern, Arthur Magill, Buck Mickel, Walter S. Montgomery, Edgar M. Norris, J. Kelly Sisk, Robert S. Small, and Robert E. Toomey.

<u>Folder</u>	<u>Title</u>
19.1	Air Travel-1971
	American College of Life Underwriters
19.2	1958
19.3	1969
	American Council of Life Insurance
19.4	1979
19.5	1980
19.6	1981
	American Life Convention
19.7	1963-1969
19.8	1970-1972
19.9	American Life Insurance Association – 1973
19.10	Arthur Anderson and Company – 1964-1970
	Barnwell Hunting Property
19.11	1963-1972
19.12	1973-1978
19.13	Bimini Trip – 1970
19.14	Biographical – 1954-1985
19.15	Branch Office Correspondence – 1967-1972
19.16	Calendar – 1968
19.17	California Contracts – 1963
19.18	California Trip – 1966
19.19	Canada Trip – 1967
19.20	Charleston and Surrounding Area – 1959
19.21	Christ Church – 1958

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19.22
             Christ Church Development Corporation – 1959-1960
             Christ Church Episcopal School, General
19.23
                    1961-1966
19.24
                    1968
                    1969-1971
19.25
19.26
                    1972-1973
19.27
                    1974
19.28
                    1975
19.29
                    1977
             Christmas Card List
19.30
                    1958-1959
19.31
                    1964
19.32
                    1973-1974
             Clubs
                    1964-1973
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19.34
                    1974
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                    1975
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19.37
                    1977-1978
19.38
                    1979-1982
19.39
                    1983-1984
19.40
             Combination Division Wedding Present – 1950
             Commonwealth Life Insurance Company
19.41
                    1949-1955
19.42
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19.43
                    1961-1968
19.44
             Commonwealth of Pennsylvania Insurance Department – 1972
             Community Chest – 1950 & 1955
19.45
19.46
             Consumers Life Insurance Company – 1965
             Contributions
19.47
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                    1966-1968
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                    1969-1971
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19.56
             Convention Planners Conference – 1970
             Converse College
                    Board of Associates – 1963-1970
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                    General
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19.64
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                    Concerning Vice President of Agency Division – 1971
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                           July - December, 1960
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19.112B
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19.113
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             Financial Service Corporation – 1966-1967
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             Furman University
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19.149A	Dinner – March 27, 1962
19.150	Piedmont Urban Policy Conference – 1968
19.151	Georgia State College – 1963
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19.154	January - April, 1966
19.155	May - December, 1966
19.156	1967 - 1968
19.157	Economic Development – 1979
	Greenville Hospital System
19.158	Auditor's Report – 1968
	Board of Trustees
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19.160	1968
19.161	1969
19.162	Correspondence – 1968
19.163	Expense Budgets – 1969-1970
19.164	Financial Reports – 1969
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19.165	1969
19.166	1973-1974
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19.168	1977
19.169	1979
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	Greenville Humane Society
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19.172	1981
17,11,1	Green Valley Country Club
19.173	Board of Governors – 1966-1969
17.175	Correspondence
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19.179	1966-1972
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17.100	Reports
19.181	1962-1963
19.182	1964
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TRES AND COMPANY. 1958-1973, Series 20, .05 cu. ft., 1 folder. This series contains balance sheets and correspondence and is organized chronologically. Tres and Company was a partnership between brothers Calhoun, Francis, and Herman Hipp for personal investments. Correspondents include William F. Evans and Robert E. Williams.

<u>Folder</u> <u>Title</u>

20.1 General – 1965-1973

SEPARATION LIST

1. Oversize

A number of items, including maps, blueprints, financial summaries, and advertising pieces, have been placed in oversize. This material was taken from the following series: Cosmos Broadcasting Corporation, Liberty Life Insurance Company, The Liberty Corporation, Personal, The Surety Life Insurance Company, and Surety Investment Company.

2. Photographs

A total of 72 photographs, including snapshots, portraits, and photographs of branch offices and Liberty Corporation facilities, have been filed in a separate document box. Series represented by these photographs are The Broadcasting Company of the South, Liberty Life Insurance Company, Life Insurance Agency Management Association, and Personal.