Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434

Kelly Besser with assistance from Kamarin Takahara, Karie Jenkins, and Rebecca Bucher; project manager Megan Hahn Fraser; machine-readable finding aid created by Caroline Cubé.

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Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434

Language of Material: English

Contributing Institution: UCLA Library Special Collections

Title: Golden State Mutual Life Insurance Company records

Creator: Golden State Mutual Life Insurance Co.

Identifier/Call Number: LSC.1434

Physical Description: 175 Linear Feet (156 document boxes, 52 oversize flat boxes, 51 flat boxes, 18 record storage cartons, 11 half document boxes, 9 shoe boxes, 6 tubes, 3 scrapbook/ledger boxes and 1 map folder.)

Date (inclusive): 1909-2009

Abstract: The Golden State Mutual Life Insurance Company was founded on July 23, 1925 in Los Angeles by William Nickerson Jr., George A. Beavers, Jr., and Norman O. Houston. Their mission was to provide dignified employment for African Americans and to provide them with insurance protection. Golden State Mutual operated for eighty-four years and grew to become one of the largest Black-owned companies in the United States. The collection spans from 1909 to 2009 and consists of minutes books, annual reports, corporate history files, ledgers, public relations and advertising files, correspondence, photographs, scrapbooks, plans, reports, agreements, manuals, policy specimens, Certificates of Contribution and Advancement, publications, files about the company's historical murals and Afro-American art collection, architectural drawings, awards, memorabilia, and audiovisual materials.

Language of Material: Materials are in English.

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Additional Note

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Preferred Citation

[Identification of item], Golden State Mutual Life Insurance Company Records (Collection 1434). UCLA Library Special Collections, Charles E. Young Research Library, University of California, Los Angeles.

Provenance/Source of Acquisition

Gift of Ivan J. Houston, 1986. Additional material was received from the Insurance Commissioner of California, 2014.

Processing Information

Processed by Kelly Besser with assistance from Kamarin Takahara, Karie Jenkins, and Rebecca Bucher in 2014. Project manager: Megan Hahn Fraser. Processing of this collection was supported by a generous gift from the Haynes Foundation.

Biography/History

Golden State Mutual founder William Nickerson, Jr. moved to Los Angeles from Texas in 1921 as an official representative of the Texas-based insurance company American Mutual Benefit Association. When he arrived in California, he soon discovered that the state's existing insurance agencies viewed its 40,000 Black citizens as either uninsurables or extraordinary risks. Black residents were only accepted at discriminatory premium rates, or denied insurance coverage altogether.

Nickerson struggled for three years, succeeded in insuring more than 2,000 Californians, only to find that the Texas firm would not renew its California license. To fulfill the promise of protection made to the 2,000 policyowners, Nickerson had to set up a new company. He joined forces with Norman O. Houston, a young insurance salesman from Northern California and George A. Beavers, Jr., a Georgia-born Los Angeles businessman and church leader. Together, in 1924, the three began to shape their dream of creating a Black-owned and operated insurance company.

The state's insurance code required a thorough knowledge of California law governing corporations in general and insurance companies in particular. Nickerson purchased a set of law books, began to study California insurance law and discovered a soon-to-expire law under which the company could be organized as an assessment company. This required
that the organizers secure at least 500 applications for life insurance, with premiums paid in advance and that they deposit $15,000 with the state treasurer as a guarantee fund.

Nickerson managed the project, Houston raised the $15,000 through the sale of Certificates of Advancement, and Beavers secured 500 paid applications. Twelve hours before the expiration of the old assessment law, Nickerson, Houston and Beavers received a telegram from the California Department of Insurance informing them that a license to operate had been granted to the Golden State Mutual Guarantee Fund Insurance Company of Los Angeles.

The Company operated out of a 12 by 14 foot second story office at 1435 Central Avenue leased by Board Member and Medical Director Dr. H. H. Towles. The Company was comprised of President William Nickerson, Jr., Secretary and Treasurer Norman O. Houston, Vice-President and Director of Agencies George A. Beavers, Jr., Clerk Helen E. Batiste, and a few agents such as Edgar J. Johnson. After 79 days, the Company moved to a storefront office at 3512 Central Avenue. By the end of 1925, GSM had paid its first death claim and transferred Johnson up north to open and manage its first District Office in Oakland.

Groundbreaking ceremonies for the Company's first Home Office Building were held on August 7, 1928. This 2-story building was located at 4111 Central Avenue. Between 1926 and 1929, GSM established District Offices in Pasadena, Bakersfield, San Diego, Fresno, El Centro and Sacramento.

Changing its name from the Golden State Guarantee Fund Insurance Company to Golden State Mutual Life Insurance Company in 1931, the firm continued to expand. In July of 1938, GSM extended its services to Illinois for the Company's first venture across California boundaries.

During the 1940s, expansion in California saw District Offices established in San Francisco, San Bernardino, Vallejo and Fresno. On January 2, 1942, GSM converted from an assessment company to the more stable status of an old line legal reserve insurer. Out of state expansion carried GSM services to Nickerson's home state of Texas – to Dallas in 1944 and to Houston a year later. The May 27, 1945 opening of the Houston office was the realization of Nickerson's 20-year ambition. Less than six months afterwards, founder William Nickerson, Jr. died on November 14, 1945.

Nickerson's passing brought organizational change to GSM. Norman O. Houston was elected President after serving 20 years as Corporate Secretary and Treasurer. George A. Beavers, Jr. was elected Chairman of the Board and Edgar J. Johnson, became Corporate Secretary.

GSM's continued expansion required that it build a final Home Office in 1948. Designed by architect Paul Revere Williams, this five story structure was completed in the heart of Los Angeles at the intersection of Western Avenue and Adams Boulevard in 1949. The Company's Historical Murals, depicting the history of the Negro in California by Charles Alston and Hale Woodruff were unveiled during the opening week ceremonies for this new building on August 19, 1949.

During the 1950s GSM entered three new states: Oregon, Washington and Arizona. In 1954, the Board of Directors formally declared the Golden Rule as the Company's business philosophy. As a symbolic reminder of this principle, the Company began the practice of presenting to each new employee a marble inscribed with the phrase: Do unto others as you would have them do unto you. In 1957 the Company adopted a new graphic and coined a new nickname for its field representatives. The Golden State agent was reimagined as the Man With The Golden Pen, a name which emphasized the importance of the field underwriter's services to families.

Expansion of services to Michigan and Indiana in 1960 led the Company to enlist a veteran insurance agent from Detroit named Ernest Shell as Assistant Agency Officer. Shell was later to become Senior Vice President, Agency Director and a member of the Company's Board of Directors. During the same year as the Watts riots, GSM celebrated its 40th anniversary and dedicated the Golden State Mutual Afro-American Art Collection. In 1967, George A. Beavers, Jr. resigned as Chairman of the Board. Houston, President since 1945, was elected Chairman and Chief Executive Officer. Edgar J. Johnson, who had served as Executive Vice-President since 1956, was named President and Chief Administrative Officer.

The onset of the 1970s was marked by major management changes. Norman O. Houston retired from active management but remained in the service of the Company as Chairman of the Board of Directors. Edgar J. Johnson also retired but remained as management consultant, member of the Board of Directors and Executive Committee. Ivan J. Houston was elected President and Chief Executive Officer in 1970 and in 1977 when his father vacated his Board Chairmanship, Ivan J. Houston was elected to fill this role in addition to his other duties. By the end of this decade, the Company was licensed to do business in 22 states and the District of Columbia.

Between 1980 and the end of 1984, insurance in force with GSM increased to $4,527,611,000, maintaining its rank as the second largest Black life insurer in the United States by this measure. Organizationally, the Company implemented a modified leadership plan in 1980, electing Larkin Teasley as President and Chief Operating Officer of GSM, with Ivan J. Houston assuming the title of Chairman and Chief Executive Officer.

The following decade saw the retirement of Ivan J. Houston as CEO on December 31, 1990 and Larkin Teasley's election as CEO on January 1, 1991. The new millennium brought forth a 75th year anniversary celebration, a time capsule sealed for
over 50 years was opened and a new one encapsulated. Ivan J. Houston retired as Chairman of the Board on March 5, 2001 and Larkin Teasley was elected the new Chairman on the same date. Golden State Mutual closed its doors in 2009 after 84 years of operation.

**Scope and Content**
The Golden State Mutual Life Insurance Company records range in date from 1909-2009. The collection consists of minutes books, annual reports, corporate history files, ledgers, public relations and advertising files, correspondence, photographs, scrapbooks, plans, reports, agreements, manuals, policy specimens, Certificates of Contribution and Advancement, publications, historical murals and Afro-American art collection files, architectural drawings, awards, memorabilia, and audiovisual materials.

**Organization and Arrangement**
The collection is arranged in the following series:
- Series 1: Corporate History
- Series 2: Minutes
- Series 3: Annual Statements
- Series 4: Financial Records
- Series 5: Correspondence
- Series 6: Plans, Reports, Agreements and Manuals
- Series 7: Policy Specimens and Certificates of Contribution and Advancement
- Series 8: Advertising and Publicity Files
- Series 9: Historical Murals and Afro-American Art Collection Files
- Series 10: Publications
- Series 11: Architectural Drawings
- Series 12: Awards and Memorabilia

**Related Oral Histories**
The following oral histories are available through the UCLA Library Center for Oral History Research:

- **Interview of George A. Beavers [oral history transcript] / George A. Beavers, interviewee.** UCLA Oral History Department interview, 1985. UCLA Library Special Collections, Charles E. Young Research Library, University of California, Los Angeles.

- **Interview of Ivan J. Houston [oral history transcript] / Ivan J. Houston, interviewee.** UCLA Oral History Department interview, 1989. UCLA Library Special Collections, Charles E. Young Research Library, University of California, Los Angeles.


**UCLA Catalog Record ID**
UCLA Catalog Record ID: 1470592

**Subjects and Indexing Terms**
- Black-and-white photographs.
- Account books.
- African Americans -- Civil rights -- California -- Los Angeles.
- African Americans -- California -- Los Angeles -- History.
Corporate History 1911, 1922-2007

Scope and Content
The Corporate History series includes files for the following: founder William Nickerson, Jr., co-founders George A. Beavers, Jr. and Norman O. Houston, President and Chief Executive Officer Ivan J. Houston, Public Relations Administrator Verna A. Hickman, historian Titus Alexander and journalist Almena Lomax. Records of corporate history also include photographs, scrapbooks and audiovisual materials.

William Nickerson, Jr. files 1924-1925, 1928, 1930-1961, undated

Scope and Content
Materials include correspondence, architectural specifications, reports, speeches, biographies, memoirs, oral histories, a list of Golden State's first policyholders, clippings and obituaries.

Biography/History
Insurance company founder and executive, college graduate, school teacher and political leader, William Nickerson, Jr. was born on January 26, 1879 to a Texas farm couple. Nickerson and his associates organized the American Mutual Benefit Association, the first Negro insurance company in Texas in 1908. Nickerson served as its general secretary for 16 years. During this period, he assisted in bringing the first suit filed in the South to permit Negroes to vote in primary elections. He moved to California in 1921 to supervise expansion of American Mutual but soon after, the firm discontinued its California operations. In Los Angeles, Nickerson joined forces with George A. Beavers, Jr. and Norman O. Houston to found the Golden State Guarantee Fund Insurance Company on July 23, 1925. Nickerson served as Golden State's President until his death on November 14, 1945.

box 1, folder 1  Golden State Guarantee Fund Insurance Company correspondence 1924-1925

Scope and Content
Nickerson's correspondence with insurance commissioners, judges and lawyers concerning the founding of Golden State Guarantee Fund Insurance Company.

box 1, folder 2  4111 Central Avenue Home Office Dedication Invitation 1928 December 1

Scope and Contents
Invitation for the Golden State Guarantee Fund Insurance Company's first official Home Office Dedication. Seventy-nine days after Golden State's July 23, 1925 inception in a one room 12-by-14-foot second floor office space located at 1435 Central Avenue, it moved to a 1,400 square foot store front on 3512 Central Avenue for three years. The invitation includes company history, a list of officers and directors, services and its record of progress.

box 1, folder 3  Specifications circa 1928

Scope and Contents
Architectural specifications for the first home office building. These plans by architect James H. Garrott are signed by President Nickerson and Secretary-Treasurer Norman O. Houston.
box 1, folder 4  **First policyholders list undated**  
Scope and Contents  
Photocopied list of the first 30 policyholders.

box 1, folder 5  **Letters, reports and addresses 1930-1945**  
Scope and Contents  
Originals signed by Nickerson and photocopies of his addresses to policyowners, letters to GSM agents and company reports.

box 1, folder 6  **Earthquake Hazard and Earthquake Protection 1933 June 6**  
Scope and Contents  
Joint Technical Committee Report on Earthquake Protection includes cover annotation by Nickerson concerning earthquake insurance.

box 1, folder 7  **Correspondence with Walter A. Gordon 1938**  
Scope and Contents  
Correspondence between Nickerson and Attorney Walter A. Gordon regarding GSM's Articles of Incorporation and By-Laws.

box 1, folder 8  **Biographical sketches and addresses 1938-1949**  
Scope and Contents  
Biographies of Nickerson and memorial addresses. Materials also include honorary birthday memorial booklets and a black and white photo of Nickerson working at his office desk.

box 1, folder 9  **"Builders of an Empire" clipping 1939 September 16**  
Scope and Contents  
Pittsburgh Courier newspaper clipping which compares Nickerson's life story to Abraham Lincoln's.

box 1, folder 10  **Anecdotes and speeches 1939-1950**  
Scope and Contents  
Originals and photocopies of Nickerson's speeches, speech excerpts, anecdotes, pet phrases and poems.

box 1, folder 11  **Biographies 1940-1950**  
Scope and Contents  
Biographies and personal histories include Nickerson's annotations concerning edits. Materials also include Nickerson's "My... Views On Advertisement" and "A Tribute to William Nickerson, Jr." by his daughter Jessie Mae Curry.

box 1, folder 12  **Memoirs of William Nickerson, Jr. circa 1945**  
Scope and Contents  
Materials include annotated original drafts and photocopies.

box 1, folder 13  **A Brief Story of the Foundation, History and Objectives of the Now "Golden State Mutual Life Insurance Company" undated**  
Scope and Contents  
Typescript by William Nickerson, Jr.

box 1, folder 14  **Life Story of William Nickerson, Jr. undated**  
Scope and Contents  
Typescript by William Nickerson, Jr.
box 1, folder 15  
**Brief History of William Nickerson, Jr. 1947**  
Scope and Contents  
Materials include typescript, personal writings and black and white photographs of Nickerson.  

box 1, folder 16  
**Flexograph recordings 1950**  
Scope and Contents  
Six Gray Flexograph oral history recordings of William Nickerson, Jr.’s wife, Mrs. Bertha Nickerson, their daughter Quincella Nickerson Kimbrough and Luther Hudson of Oakland, California, the first African American mortician in the Bay Area.  

box 1, folder 17  
**California Spotlight newspaper 1951 May 24**  
Scope and Contents  
The front page features “Golden State Mutual, Others Sued for $750,000” by Lawrence F. LaMar of the Negro Press Bureau.  

box 2, folder 1  
**Correspondence and Nickerson memorials 1948-1961**  
Scope and Contents  
Materials include correspondence of gratitude from Bertha Nickerson to Richmond Barthe concerning the William Nickerson, Jr. bust he created, Nickerson memorial addresses and Memorial Planning Committee documents, list of memorial contributors, two color posters of President and Founder Nickerson which include quotes and images of Barthe’s bronze bust and brief Nickerson biographies. Materials also include correspondence from GSM Public Relations and Advertising Manager William Pajaud to GSM Chairman of the Board George A. Beavers, Jr. concerning the Nickerson Gardens public housing development designed by Los Angeles architect Paul R. Williams.  

box 2, folder 2  
**Obituaries and obsequies 1945**  
Scope and Contents  
Obituaries and obsequies for William Nickerson, Jr. Materials include biographies, programs, thank you cards and a copy of Nickerson's favorite hymn, "He Knows Just How Much You Can Bear" which was sung at his funeral by Mrs. Marguerite Chapman.  

box 2, folder 3  
**News clippings**  
Scope and Content  
Local and national newspaper clippings concerning Nickerson's work as Founder and President of GSM.

Scope and Content
Materials include biographical reports, memos, correspondence, memorial resolutions, speeches, clippings, a scrapbook, a programme, an interview transcript, a sermon and a bound copy of his UCLA oral history transcript.

Biography/History
George A. Beavers, Jr. was born in Atlanta, Georgia on October 30, 1891. When he was twelve, he moved with his family to Los Angeles where he received an education at Los Angeles High School and the University of California, Los Angeles. He became an active member of the First A.M.E. Church on Eighth and Towne and started work with William Nickerson, Jr. in 1922 as an agent for the American Mutual Benefit Association. Beavers joined Norman O. Houston in 1924 to assist Nickerson with the foundation of the Golden State Guarantee Fund Insurance Company. When the doors of its one room office opened in 1925, Beavers’ sister, Helen Hodge Batiste became the Company’s first clerk and later, first female senior officer and member of its Board of Directors. George Beavers, Jr. served Golden State as its Vice President and Director of Agencies from 1925-1945 and then served as its Chairman of the Board until his retirement on October 25, 1966. As a civil servant, Beavers served as Commissioner of the Los Angeles Housing Authority from 1946 to 1962 and as a civil rights advocate, Beavers was a lifetime member of the NAACP, President and Director of the Los Angeles Urban League and Chairman of the State Commission on Equal Opportunities in Education. Additionally, in 1942, as President of Allied Organizations Against Discrimination in National Defense, Beavers led a campaign that opened the doors of war industries to Negro workers on the Pacific Coast. Beavers died in Los Angeles on October 12, 1989.

box 2, folder 4
Charter Membership Contest 1925
Scope and Contents
This document records Beavers as the winner.

box 2, folder 5
Sermon 1925 May 17
Scope and Contents
Copy of a sermon delivered by the late Reverend N.P. Greggs, who founded the People’s Independent Church of Christ in Los Angeles in 1915. This was the first sermon ever preached in the interest of Golden State Mutual Life Insurance Company.

box 2, folder 6
Biographical reports and memos 1930-1964
Scope and Contents
Multiple versions of biographical reports and copies of GSM memos from Beavers as Chairman of the Board.

box 2, folder 7-10
Speeches
Scope and Contents
Handwritten and typed speeches. Materials also include notes on index cards and various slips of paper.

box 2, folder 11
“Can You Dig It?” 1970
Scope and Contents
Letter to co-workers from Beavers serving as retired GSM Chairman of the Board and Co-Founder. The letter’s subheading reads, “Diamonds in Your Own Black Yard” and charts company history with a focus on the first Home Office groundbreaking at 4261 South Central Avenue.

box 2, folder 12
News clippings 1944-1955
Scope and Contents
Newspaper and magazine clippings regarding Beavers’ work for GSM.
box 2, folder 13 **Handbook for Stenographers and Cashiers 1947 August**

**Scope and Contents**
This handbook belonged to Mabel Cleveland, who began work with GSM in 1941. Cleveland aided in the conversion of the company to an Old Line Legal Reserve insurer. She performed secretarial services for William Nickerson, Jr., George A. Beavers, Jr. and Norman O. Houston. Eventually she became Secretary to the President.

box 2, folder 14 **Ranking of Companies by Insurance in Force 1948**

**Scope and Contents**
Copy of The National Underwriter ranking that documents total insurance in force for 1944-1947 and amount of increase from 1946-1947.

box 3, folder 1 **Souvenir Programme and History of People's Independent Church of Christ 1935 October 6**

**Scope and Contents**
Materials include black and white photos and Beavers' history of the church.

box 3, folder 2 **Pittsburgh Courier clipping 1948 May 15**

**Scope and Contents**
Copy of a GSM newspaper clipping from the paper's "Business Review" section and a related memo from Beavers to all company personnel.

box 3, folder 3 **Memos 1949-1965**

**Scope and Contents**
GSM memos from Chairman of the Board Beavers. Memos focus on company accomplishments and include inspirational quotations, anecdotes and poetry.

box 3, folder 4 **News clippings 1951, 1958, 1968**

**Scope and Contents**
Los Angeles Times and Los Angeles Review clippings concerning desegregation, housing bias, and Beavers' election to President of the Los Angeles Urban League Board of Directors.

box 3, folder 5 **Correspondence 1961-1963**

**Scope and Contents**
Letters to Beavers during his service as GSM's Chairman of the Board. Materials include black and white photos of Board members.

box 3, folder 6 **Insurance Association 43rd Annual Convention scrapbook 1963 August 19-22**

**Scope and Contents**
Beavers' scrapbook of conference clippings and black and white photos includes a photo of him on a panel with the Rev. Dr. Martin Luther King, Jr.

box 3, folder 7 **Retirement program file 1966 October 28**

**Scope and Contents**
File includes Beavers' retirement program and related correspondence, memos, speeches and clippings.

box 3, folder 8 **Los Angeles City Council Resolution 1968 June 11**

**Scope and Contents**
Copy of a resolution commending Beavers for his community service.
box 3, folder 9  Dear Co-Worker letter 1970 August 4
Scope and Contents
Annotated typescript draft of Beavers' "Can You Dig It? Diamonds in Our Own Black Yard" letter.

box 3, folder 10  Interview transcript 1979 October 20
Scope and Contents
Annotated transcript of Beavers interview and his handwritten notes concerning additional answers.

box 3, folder 11  In Quest of Full Citizenship 1985
Scope and Contents
Bound UCLA oral history interview of Beavers by Ranford B. Hopkins. Materials also include a letter from UCLA Oral History Program Director Dale E. Treleven to GSM Director of Public Relations William Pajaud communicating gratitude for his assistance in processing this interview.

box 4, folder 1  Memorial resolution 1989 November 8
Scope and Contents
Three copies of The Senate California Legislature George A. Beavers, Jr. Memorial Resolution signed by the Honorable Bill Greene, 27th Senatorial District.

Norman O. Houston files 1926-1977
Scope and Content
Houston's files are organized alphabetically and primarily include correspondence with GSM departments and committees and other organizations such as churches, foundations, community groups and nonprofit corporations. Houston served as Board Member for many of these organizations. In addition to correspondence, files may also include reports, newsletters, studies, photos, speeches, annual reports, bylaws, memos, and minutes.

Biography/History
Norman O. Houston was born on October 16, 1893 in San Jose, California. He served in the United States Army from 1917 to 1919. He returned to the United States, became a licensed insurance broker in Los Angeles and worked with William Nickerson, Jr. as first representative and superintendent of the American Mutual Benefit Association of California. He resigned from American Mutual to help organize the Liberty Building Loan Association where he became field manager. He then left Liberty to become co-organizer of the Golden State Guarantee Fund Life Insurance Company with George A. Beavers, Jr. and Nickerson. Houston served Golden State from 1925-1945 as Secretary-Treasurer. He was elected President-Comptroller by the Board of Directors on the death of Founder William Nickerson, Jr. in 1945. He worked in this dual capacity until 1949 when the Comptroller title was removed and he served as President and Chief Executive Officer. In 1967 he became Chairman of the Board and Chief Executive Officer until his retirement in 1977. Houston served numerous civic organizations such as the NAACP, the Los Angeles County Department of Public Assistance, the California State Athletic Commission, the Los Angeles Chapter of the American Red Cross and the 28th Street YMCA. Four days after his 88th birthday, Norman O. Houston died in Los Angeles on October 20, 1981.

box 4, folder 2  Actuarial Department
box 4, folder 3  A.M.E. Church
box 4, folder 4  Agency Department
box 4, folder 5  American Civil Liberties Union
box 5, folder 1  American Life Convention
box 5, folder 2-3  **American Management Association 1964**  
*Scope and Contents*  
Materials include Corporate Long-Range Planning Course binder and "Objectives and Standards: An Approach to Planning and Control" research study.

box 5, folder 4  **Annual Executive Seminar - NIA**  
*Scope and Contents*  
As GSM Board Chairman, Houston provided leadership within the National Insurance Association (N.I.A.) and regularly served as presiding officer for executive seminar sessions.

box 5, folder 5  **Annual Statements 1926-1974**  
*Scope and Contents*  
These GSM Annual Reports to Policyowners are organized chronologically.

box 6, folder 1  **Art Museum**  
*Scope and Contents*  
File includes a signed letter from Miriam Matthews concerning gifts and loans from her collection.

box 6, folder 2  **Batiste, Helen E.**  
*Biography/History*  
Batiste, the sister of George A. Beavers, Jr., was born after the family moved to Los Angeles. She had graduated from Jefferson High School and taken courses in what was called the Los Angeles School of Commerce when GSM was formed. Later, she continued her education when she took correspondence courses at LaSalle Extension University. When GSM opened for business in 1925, Helen was hired as the office girl. As the sole office employee, she performed the multiple duties of policy clerk, cashier, secretary, typist, telephone and mimeograph operator. Twenty-four years later, in 1949, when Batiste was appointed Controller, she became GSM's first woman senior officer and seven years after that, the first woman to ascend through the Company ranks to serve on its Board of Directors. In addition to her membership on the Board of Directors, Batiste also served GSM as its Corporate Secretary, Statistician, Treasurer, Personnel Officer, Controller and Auditor.  
*Scope and Contents*  
Correspondence and reports from Helen E. Batiste.

box 6, folder 3  **Biggers, Morris Claim 1940 July 10**  
*Scope and Contents*  
Court decision concerning the Morris Biggers Claim.

box 6, folder 4  **Biographical Sketches**  
*Scope and Contents*  
File includes sketches and photos of Houston as well as other employees such as George A. Beavers, Jr., Ivan J. Houston, Norman B. Houston and Larkin Teasley.

box 6, folder 5-6, box 6, folder 7-9, box 7, folder 1-2  **Board of Directors**  
**Booz, Allen and Hamilton Survey 1962-1963**  
*Scope and Contents*  
Folder 7 documents a survey executed by the Booz, Allen and Hamilton management consultant firm. Folders 8-9 include reports concerning the firm's preliminary survey and the Administrative Procedures Improvement Program (API). Materials in Box 7 include the following reports: Development and Maintenance of Policies and Standard Procedures and Salary Administration Manual: Clerical and Management Positions.
box 7, folder 3-6  By-Laws
Scope and Contents
Copies of company by-laws and amendments to them.

box 7, folder 7  Cafeteria - Auditorium
box 7, folder 8  California Chamber of Commerce
box 7, folder 9  Certificates of Advancement
Scope and Contents
Correspondence with the State of California Department of Insurance Commissioner.

box 7, folder 10  Children's Home Society of California Adoption Services 1967 December
Scope and Contents
Board of Directors Manual.

box 8, folder 1  Children's Home Society
box 8, folder 2  Civic and Political
Scope and Contents
File includes correspondence with Mayor Tom Bradley and photos with Dorothy Height, Kenneth Hahn and Lena Horne.

box 8, folder 3  Claims Review Committee
box 8, folder 4-5  Clippings 1944-1951
Scope and Contents
Newspaper clippings that document Houston's work at GSM and in the community. Folder 5 also includes Houston biographical sketches, magazines which feature him and programs in his honor.

box 9, folder 1  Committee on Minority Insurance Problems
box 9, folder 2-4  Community Health Plan - So. L.A.
box 10, folder 1  Community Relations Committee
box 10, folder 2  Condolences - Congratulations
box 10, folder 3  Conference Board Research Reports
Scope and Contents
Studies in Personnel Policy include "Top Executive Compensation" and "Employee Savings Plans in the United States."

box 10, folder 4  Confidential Report 1963 November 3
Scope and Contents
GSM Vice President-Actuary Ivan J. Houston's report to President Houston concerning an incident that took place at the NAACP Life Membership Banquet on October 18, 1963.

box 10, folder 5  Congressional Record
Scope and Contents
Congressional recognition of Houston by Yvonne Brathwaite Burke in the House of Representatives.

box 10, folder 6  Controller's Department
box 10, folder 7  Corporate history correspondence
Scope and Contents
Correspondence and notes concerning writing the Company history.
Corporate history drafts 1977 August 1

Scope and Contents
Folder 8 includes a draft edited by Dr. Doyce Nunis of the USC History Department and folder 9 includes alternate copies and a copy for John Green.

Corporate history - Almena Lomax 1976 June 17

Scope and Contents
Folder 1 contains an audiocassette tape delivered to Houston. The label reads, "To: A. Lomax From: L. Grimes." Folder 2 contains a letter from Lomax to Houston expressing interest in working on the Company's Golden Anniversary history project. Lomax's resume is attached to her letter and clippings of her recent bylines are included with another letter to Houston.

Crippled Children's Society

Diary 1955

Scope and Contents
Handwritten diary with writing on most pages.

Distinguished California Award Foundation

Employees correspondence

Executive Committee - Memos

Expense Reports

Financial Planning and Budgeting 1965 November

First Long Range Plan 1965 October

Fringe Benefits

Funeral Insurance

General Agency - Hawaii

George Washington Carver Museum pamphlets

Golden State Mutual Foundation

Biography/History

The Golden State Minority Foundation was organized in 1974 by GSM Life Insurance Company. It was a public foundation supported by contributions, with its primary goal to financially assist students of color in business administration.

GSM Reports 1973, 1975

Scope and Contents
Reports include McKinsey & Company Inc.'s "Strengthening the Compensation Program" and Haskin and Sells' "Review of the System of Internal Controls of the Data Processing Department."

Governmental Affairs Committee Report 1934-1935

Scope and Contents
This report of the 17th District Council, American Legion, Department of California was submitted and approved by the District Council and transmitted to the Mayor and City Council of Los Angeles for consideration in the planning of the Municipal Budget for the fiscal year 1934-1935.

Group Life Insurance

Scope and Contents
Materials include insurance proposals for the First AME Church for which Houston was the Chairman of the Building Committee.
HMO - Health Maintenance Organization
Scope and Contents
Materials include correspondence and agendas for South Los Angeles Community Health Plan Executive Committee meetings.

HMO - So. L.A. Community Health
Scope and Contents
Materials include UCLA School of Public Health project, "Health Survey of Participants in the South Los Angeles Community Health Plan."

Hierarchy of Objectives 1964
Scope and Contents

Holding Companies reports and correspondence 1968
Houston, Ivan J.
Scope and Contents
Materials include correspondence concerning GSM hosting a luncheon for Reverend Jesse L. Jackson, President of Operation PUSH to discuss helping each other to move Black business into the mainstream of America's commerce and industry.

Houston, Norman B.
Scope and Contents

ICBO - local and national
Biography/History
The Interracial Council for Business Opportunity (ICBO) began in Los Angeles in April 1965 to help minority-owned businesses develop training programs and to serve as a catalyst to attract and coordinate the help of hundreds of volunteer consultants.

Inaugural Program 20 January 1965
Scope and Contents
Program for the Inauguration of Lyndon Baines Johnson, 36th President of the United States and Hubert Horatio Humphrey, 38th Vice President of the United States.

Industrial Relations
Scope and Contents
Materials include collective bargaining agreements between GSM and Insurance Workers International Union, AFL-CIO and photos of agents and policy owners picketing for collective bargaining, in protest of unfair labor practices in front of the GSM Home Office.

Institute of Life Insurance
Insurance Hall of Fame
Scope and Contents
Materials include Electoral Reference Manual and book of portraits and biographies of individuals who comprised the Insurance Hall of Fame.

International Executive Service Corps
<table>
<thead>
<tr>
<th>Directory Path</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>box 16, folder 1</td>
<td>International Student Center</td>
</tr>
<tr>
<td>box 16, folder 2</td>
<td>Investment Committee - 1973</td>
</tr>
<tr>
<td>box 16, folder 3</td>
<td>Joint Conference on Company Problems</td>
</tr>
<tr>
<td>box 16, folder 4</td>
<td>KLAC Friendship Rally booklet 1968 April 21</td>
</tr>
<tr>
<td>box 16, folder 5</td>
<td>Kornegay, Francis A.</td>
</tr>
<tr>
<td>box 17, folder 1</td>
<td>Legal Defense Fund</td>
</tr>
<tr>
<td>box 17, folder 2</td>
<td>Legal Division</td>
</tr>
<tr>
<td>box 17, folder 3</td>
<td>Legislators</td>
</tr>
<tr>
<td>box 17, folder 4</td>
<td>Los Angeles City Civil Service Commission</td>
</tr>
<tr>
<td>box 17, folder 5</td>
<td>Luckham, Fenton and Lieber</td>
</tr>
<tr>
<td>box 17, folder 6</td>
<td>Miscellaneous correspondence</td>
</tr>
</tbody>
</table>

**International Student Center**

Biography/History

The International Student Center was founded in 1952 by a group of community leaders in Los Angeles. Its own building was completed in 1963 and it worked in association with UCLA.

**Investment Committee - 1973**

**Joint Conference on Company Problems**

Scope and Contents

Correspondence with the National Insurance Association concerning the Joint Committee on Company Problems and the Joint Conference on Company Problems.

**KLAC Friendship Rally booklet 1968 April 21**

Scope and Contents

"A Time To Act" booklet for the Martin Luther King, Jr. Friendship Rally at the Hollywood Bowl. This event was organized by KLAC radio station, the Southern Christian Leadership Conference and the Greater Los Angeles Urban League. The booklet features photos of performers such as Shirley Bassey, Jimmy Durante, Jean Pace, Barbara Streisand and the Clara Ward Gospel Singers.

**Kornegay, Francis A.**

Scope and Contents

File includes correspondence with the Executive Director of the Detroit Urban League, Francis A. Kornegay.

**Legal Defense Fund**

Scope and Contents

Materials relate to local and national offices of the NAACP Legal Defense and Educational Fund.

**Legal Division**

**Legislators**

Scope and Contents

File includes City Clerk's Office roster of commissions and boards, Public Assistance and Welfare Services in California pamphlet and informational sheets on how to communicate with public officials.

**Los Angeles City Civil Service Commission**

Scope and Contents

Materials concern Houston's involvement with the Oral Review Board to review candidates for the position of Los Angeles Police Department Deputy Chief.

**Luckham, Fenton and Lieber**

Scope and Contents

Correspondence documents problems with Luckham legal firm's work with GSM's Actuarial Department.

**Miscellaneous correspondence**

Scope and Contents

File includes letters from Superintendent of Schools Robert E. Kelly of the Los Angeles City Board of Education, National Alliance for Family Life, California Chamber of Commerce, Pepperdine University and William T. Bagley of the California State Assembly.
Museum of Natural History, L.A. County
Scope and Contents
File includes correspondence from Chairman Kenneth Hahn of the Los Angeles County Board of Supervisors regarding Houston's appointment to the Board of Governors, Department of Museum and Natural History.

NAACP - Local - National
Scope and Contents
Materials include Annual Reports for the West Coast Region and Legislative Advocate - Field Director Virna M. Canson's "Special Southern Area Membership Campaign Report."

NAACP Texas State Conference program 1956
Scope and Contents
This program is for the NAACP's 20th Anniversary Texas State Conference honoring Retired Executive Secretary Antonio Maceo Smith. The program includes a GSM advertisement which features lifetime NAACP member, Norman O. Houston.

National Conference of Christians and Jews
National Insurance Association
Biography/History
The NIA is the sponsor of the NIA corporation, organized and registered on December 9, 1970. In 1971 the Association represented 43 black owned and operated life insurance companies doing business in 34 states, the District of Columbia and the Virgin Islands.

NIA Corporation, Inc.
Scope and Contents
File includes the report, "Supplementary Information and Suggested Changes Under Consideration by the NIA Task Force."

National Insurance Association Anniversary Programs 1970 July 20-23
Scope and Contents
Two Golden Anniversary programs for the NIA 50th Anniversary Convention in Richmond, Virginia.

Scope and Contents
Materials include "To the Conservation of Life: A Report to Community Leadership in the Volunteer Safety Movement."

New Policy Training Institute 1953 November 16-20
Scope and Contents
GSM training materials include instructions for writing new sickness and accident policies.

Organization Changes
Scope and Contents
Materials include organizational charts, resignation memo for Leonard C. Beavers, Director of Internal Auditing and Industrial Relations, purchasing procedures, job descriptions and personnel organization reports from the Executive-Finance Committee.
O'Toole Associates
Scope and Contents
Box 19: Materials include Houston's correspondence with Edward F. O'Toole and Raymond J.W. O'Toole, management consultants who conducted a 1955 audit for GSM and made recommendations for improvement.
Box 20: Materials include 16 folders which comprise the results of the O'Toole Associates 1955 GSM audit.

Olympics Committee - 1976
Scope and Contents
Materials include a comprehensive report regarding the bid of the City of Los Angeles for the 1976 Summer Olympic Games.

Operations Survey 1958 August 22
Scope and Contents
This GSM Survey of the Operations of the Controller's Department includes a report and recommendations.

Pepperdine University
Scope and Contents
Materials include "A Summary of the Findings and Recommendations of the Five-Year Master Plan Committee of the Urban Campus of Pepperdine University" and two color photos of Houston and his wife at Pepperdine with Mayor Bradley, A.G. Gaston and his wife.

Personnel Division
Scope and Contents
Materials include a memo from GSM Treasurer Helen E. Batiste on the July 1960 Executive Finance Committee approval of Employment of Relatives as good company policy.

Pick Up Your Marbles 1961
Scope and Contents
Materials include a copy of American Management Association President Lawrence Appley's article, "Pick Up Your Marbles..." and President Houston's memos to staff concerning the article's relevance to GSM management problems.

Policyowners Correspondence
Press clippings
Scope and Contents
File includes GSM press clippings from the following newspapers: Los Angeles Sentinel, Herald-Dispatch and Chicago Defender.

Principles and Objectives 1961
Scope and Contents
File contains Houston's personal copy of the GSM booklet which outlines the Company's objectives and principles.

Production Reports
Scope and Contents
Materials include performance report summaries and summaries of agent production credits and charges.
box 22, folder 1  **Public Relations**
Scope and Contents
Materials include advertising plans and a confidential report on GSM's corporate image.

box 22, folder 2-3  **Rank of Companies by Insurance in Force**
Scope and Contents
These are rankings of NIA companies by The National Underwriter.

Scope and Contents
This report for 1972 was submitted to Houston by Leonard M. Grimes, Vice President of Administrative and Communications Services.

box 22, folder 5  **Retirement Plan**
Scope and Contents
Materials include GSM retirement plans, related resolutions and amendments to these plans.

box 22, folder 6  **Retirement Plan - Council of Administration**
Scope and Contents
Materials include observations and interpretations of the GSM retirement plan and lists of retired employees receiving pension benefits.

box 22, folder 7  **Safety Savings and Loan Association 1969**
Scope and Contents
Materials include minutes from a special meeting of its Board of Directors and correspondence from Houston regarding his resignation from its Board of Directors based upon medical advice.

box 22, folder 8-9  **Speeches circa 1960s**
Scope and Contents
Materials include 25 handwritten and typed speeches by Norman O. Houston. Many of the typed speeches also include Houston's annotations.

box 23, folder 1  **Strike correspondence 1957**
Scope and Contents
Materials include petitions from policy owners and letters in support of pickets for a collective bargaining agreement.

box 23, folder 2  **Sun State Realty and Mortgage Corp. Tookey Conferences 1965-1966**
Scope and Contents
Reports from GSM conferences with C.H. Tookey.

box 23, folder 3  **United Negro College Fund**
Scope and Contents
Materials include a UNCF press kit which contains informational pamphlets, booklets and a button.

box 23, folder 4  **UCLA - Graduate School**
Scope and Contents
Materials include maps of the campus, correspondence and a report from UCLA's Center for Afro-American Studies.
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| box 23, folder 6 | **Urban League**  
Scope and Contents  
Materials include Los Angeles Urban League By-laws and a booklet from the National Urban League. |
| box 24, folder 1 | **Urban Problems, Committee On**  
Scope and Contents  
This file documents Houston's membership with the American Life Convention (ALC) and Life Insurance Association of America's (LIAA) Joint Committee on Urban Problems. |
| box 24, folder 2 | **Visitor's Council, Southern California**  
Scope and Contents  
Materials include informational brochures and travel guides for tourists. |
| box 24, folder 3 | **Watts Manufacturing Corporation 1974 April 30**  
Scope and Contents  
File contains a S.D. Leidesdorf and Company report on financial statements of the Watts Manufacturing Company. |
| box 24, folder 4 | **Weekly Observer**  
Scope and Contents  
Materials include a copy of the Weekly Observer, a copy of a Los Angeles newspaper stating that the Observer is a Black newspaper and correspondence from Betty Begun, Natural History Museum Librarian who worked with Miriam Matthews on Houston's research request. |
| box 24, folder 5 | **World Affairs Council - L.A.**  
Scope and Contents  
File records Houston's service as a member of the Los Angeles World Affairs Council Board of Directors. |
| box 24, folder 6 | **YMCA - Area - 28th Street**  
Scope and Contents  
Materials include Young Men's Christian Association (YMCA) of Metropolitan Los Angeles meeting programs, an organization and operation booklet, its Golden Book of Distinguished Service and the report, "Steps Taken to Improve Racial Practices in the YMCA - 1946-1959." |
| box 24, folder 7 | **Your Job Your Company**  
Scope and Contents  
Norman O. Houston's typed book of inspirational quotations and excerpts from business articles. |
Ivan J. Houston files 1970-2000

Scope and Content

Speeches comprise the bulk of Ivan J. Houston's files. His speeches are typewritten and handwritten and are organized alphabetically into two volumes. Speeches cover topics such as advertising, affirmative action, the Buffalo Soldier in Italy, black business, corporate issues of the 1980s, the debit distribution system of life insurance, health insurance, volunteers, the agency system, strategic planning in a life insurance company, building the economy of the black community, the status of black Americans and building a great company. Other materials in the Ivan J. Houston files include records of corporate history, the company's historical archives and the GSM time capsule.

Biography/History

Ivan J. Houston, son of Norman O. Houston, was born in Los Angeles, California in 1925, the same year his father co-founded Golden State Guarantee Fund Insurance Company. In 1943 he enlisted in the Army and in 1944 he was assigned to the 3rd Battalion, 370th Infantry Regiment Combat Team, 92nd Infantry Division of the U.S. Fifth Army, also known as the Buffalo Soldiers. Houston returned from service to continue his education at the University of California at Berkeley. He worked at Golden State Mutual Life Insurance Company for more than forty years, including at the executive level when he became President and CEO in 1970 and Chairman in 1980, a position he held until his retirement in 1990.

box 25, folder 1 Speeches Vol. I - A
box 25, folder 2 Speeches Vol. I - B
box 25, folder 3 Speeches Vol. I - C
box 25, folder 4 Speeches Vol. I - D
box 25, folder 5 Speeches Vol. I - E
box 25, folder 6 Speeches Vol. I - F
box 25, folder 7 Speeches Vol. I - G
box 25, folder 8 Speeches Vol. I - H
box 25, folder 9 Speeches Vol. I - I
box 25, folder 10 Speeches Vol. I - J
box 25, folder 11 Speeches Vol. I - K
box 26, folder 1 Speeches Vol. I - L
box 26, folder 2 Speeches Vol. I - M
box 26, folder 3 Speeches Vol. I - N
box 26, folder 4 Speeches Vol. I - O
box 26, folder 5 Speeches Vol. I - PQ
box 26, folder 6 Speeches Vol. I - S
box 26, folder 7 Speeches Vol. I - T
box 26, folder 8 Speeches Vol. I - W
box 26, folder 9 Speeches Vol. I - X
box 26, folder 10 Speeches Vol. I - Y
box 27, folder 1 Speeches Vol. II - A
box 27, folder 2 Speeches Vol. II - B
box 27, folder 3 Speeches Vol. II - C
box 27, folder 4 Speeches Vol. II - D
box 27, folder 5 Speeches Vol. II - E
box 27, folder 6 Speeches Vol. II - F
box 27, folder 7 Speeches Vol. II - G
box 27, folder 8 Speeches Vol. II - H
box 27, folder 9 Speeches Vol. II - I
box 27, folder 10 Speeches Vol. II - J
box 27, folder 11 Speeches Vol. II - K
box 27, folder 12 Speeches Vol. II - L
box 27, folder 13 Speeches Vol. II - M
box 27, folder 14 Speeches Vol. II - N
box 27, folder 15 Speeches Vol. II - O
box 27, folder 16 Speeches Vol. II - PQ
box 27, folder 17 Speeches Vol. II - R
box 27, folder 18 Speeches Vol. II - S
box 27, folder 19 Speeches Vol. II - T
box 27, folder 20 Speeches Vol. II - V
box 27, folder 21 Corporate History

Scope and Contents

Materials include correspondence between Ivan J. Houston and Almena Lomax concerning her drafts of the company's history.
GSM Historical Archives
Scope and Content
Materials include Houston's correspondence with UCLA Library Special Collections concerning his donation of the Golden State Mutual Life Insurance Company records, the deed of gift for collection 1434, an inventory for the first accession of this collection, and his UCLA Oral History Agreement.

Time Capsule 2000 July 21
Scope and Contents
Materials include the Time Capsule Program and a list of "cornerstone" documents that were placed in the time capsule which is to be opened on GSM's 125th Anniversary.

Biography/History
Born in Oakhurst, Texas on March 2, 1908, Verna Alvis Stratten Hickman was the child of GSM Founder William Nickerson Jr.'s sister Rosetta. Rosetta Nickerson became a school teacher, married and moved to Los Angeles at about the same time as her brother, and early enough for Verna to attend Los Angeles Public Schools and attend the University of Southern California as a special student in Journalism and Business Administration. At the age of 18, Hickman went to work for Golden State Mutual in 1926, its second year in operation. She began as George A. Beavers, Jr.'s secretary and her organizational climb reads as follows: 1927, Administrative Secretary; 1944, Supervisor Public Relations; 1949, Public Relations Administrator, Junior Officer; 1954, Agency Secretary; 1960, Agency Administrative Officer; 1964, Policyowner Service Officer; 1967, Vice-President - Assistant Treasurer; and 1969, Vice-President - Secretary and Treasurer. Hickman was a member of the Public Relations Society of America, the Life Advertisers Association, the National Association of Colored Women's Clubs and served as President of the Wilfandel Club. She earned the Urban League Achievement Award in 1951 for her work as a pioneer in the field of Public Relations. Hickman helped develop Golden State Mutual's award-winning Public Relations Department and became GSM's second woman senior officer.

Organization/Company File I
Scope and Contents
Materials include reports, procedures, organizational charts, company releases, memos that document organization changes, correspondence and job descriptions.

Organization/Company File II 1948-1973
Scope and Contents
Materials include by-laws, resolutions, correspondence, memos that document organization changes, copies of GSM Messengers (1948-1949) and a copy of "In the GSM Spotlight" which includes employee rankings.

Public Relations 1941-1957
Scope and Contents
Materials include results of an investigation of theory and practices of public relations function, public relations committee minutes, historical review of advertising-sales promotion-public relations functions at GSM, correspondence and reports.

List of charter policyowners and clippings 1925-1945
Scope and Contents
Materials also include Hickman's GSM history, "Fate Tipped the Scales," Golden State Mutual Life Insurance Company (Full Legal Reserves Maintained) publication and additional corporate history drafts.
<table>
<thead>
<tr>
<th>Box Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| 29, 2      | **The United Golden State Court of Inhuman Relations circa 1930s**  
Scope and Contents  
Script with an attached memo from Edgar Johnson that reads, "This skit was performed as a rally occasion back in the 30's. It is historical and should be preserved." |
| 29, 3      | **Conventions (incomplete) 1939**  
Scope and Contents  
Copies of prize-winning student essays for a nationwide essay contest sponsored by the National Negro Insurance Association on the subject of "The Relation of Insurance Service to the Economic Needs of the Negro." |
| 29, 4      | **Library scrapbooks 1937-1952**  
Scope and Contents  
Materials include songbooks, premium notice reminders pamphlets, cookbooks, certificates of advancement pamphlets and birthday greeting cards. |
| 29, 5      | **Personality of the Week and Woman of the Month profiles 1942-1954**  
Scope and Contents  
Profiles of GSM employees with accompanying photos. Hickman wrote the Woman of the Month profiles which were published in the GSM Messenger. |
| 29, 6      | **History file - V.A.H. 1947-1952**  
Scope and Contents  
Materials include Hickman's press release for the GSM Murals on California History, Department Heads Meeting minutes, 1999 West Adams Boulevard construction reports, reorganization announcements, correspondence from citizens requesting GSM history and Hickman's responses, a script for church greetings and invitation to tour home office building and "Brief History of Golden State Mutual Life Insurance Company." |
| 29, 7      | **Copyright applications 1948**  
Scope and Contents  
Two certificates of registration for the following books: Golden State Mutual Insurance Success Measurement System and Golden State Mutual Training Plan. |
| 29, 8      | **Messenger news memos 1949-1953**  
Scope and Contents  
Memos concerning policies, format and content of the GSM publication, The Messenger. |
| 29, 9-11   | **Home Office Open House memos and announcements**  
Scope and Contents  
Materials also include booklets, mailers, information sheets and correspondence concerning the opening of GSM's new home office on Adams Boulevard at Western Avenue. |
| 29, 12     | **Rules and Regulations Governing Agents 1963-1969**  
Scope and Contents  
Materials include Hickman's copies of rules and regulations booklets as well as non-union employee booklets and booklets on grievance report and inquiry procedure for employees. |
Correspondence and tour guide manual 1949
Scope and Contents
Materials include Hickman's thank you letters to community members for the successful home office opening and unveiling of historic Negro murals as well as an open house tour guide manual.

Public Relations materials 1949-1972
Scope and Contents

National Negro Insurance Association Convention file 1950
Scope and Contents
Materials include GSM expense schedules and committee meeting minutes.

GSM History 1950-1954
Scope and Contents
Materials include correspondence concerning the Lincoln Lecture by Dr. Louis A. Warren of Lincoln National Life Insurance, Home Office Topics publications, Management News, departmental salary cards, "Every Tub" song contest submissions, Six for Twenty-Six Campaign correspondence and an envelope containing models for company rings and a sound recording disc.

27th Anniversary Campaign 1952
Scope and Contents
Correspondence concerning GSM's Silver Anniversary, 26th and 27th anniversaries.

The Golden Rule and GSM Trademark correspondence and photos 1953-1959
Scope and Contents
Materials include photos of the Golden Rule Marble in Betty Wallace's hand, copy of the article, "What Shall Man Live By?,” memos discussing the Golden Rule as a GSM cornerstone and correspondence, press release drafts and sketches concerning GSM's sunburst trademark.

Articles of Incorporation 1975
Scope and Contents
Materials include official Articles of Incorporation signed by President Ernest Shell and Secretary Verna A. Hickman and associated Voting Membership Certificates with signatures of receipt from members.

Management News 1954 November 15
Scope and Contents
Includes an attached memo that discusses its discontinued status, its importance and the possibility of its revival.

Supplement to Instructions for Writing New Sickness and Accident Policies 1954
Premium Schedule Policy Form 108-53
box 31, folder 4  Nickerson Gardens 1954
Scope and Contents
Materials include Hot Topics release on the William Nickerson, Jr. Gardens opening, Star Review clipping concerning the Nickerson Gardens Baby Clinic opening and Journal of Housing feature which includes interior and exterior photos and floor plans.

box 31, folder 5  GSM History Diary 1954
Scope and Contents
This diary is typed and handwritten. Hickman mentions on the cover that the running notes for this diary began in 1954 and, therefore, this is not a complete record.

box 31, folder 6  Management News 1954-1955
box 31, folder 7  5th Lithographic Awards Competition Catalog
Scope and Contents
GSM letterhead and envelopes received first place prize and are featured on page 32.

box 31, folder 8  Press Releases 1955
Scope and Contents
All releases are authored by Hickman in her role as Agency Secretary.

box 31, folder 9  30th Anniversary Campaign proposal 1955
Scope and Contents
Materials also include correspondence and lists of charter policyowners.

box 31, folder 10  Company clippings, publications and press releases 1955-1956
Scope and Contents
Materials include Man With the Golden Pen promotional brochures, mailing folders, memo pads and Jet magazines.

box 31, folder 11  Our Authors Study Club correspondence 1955, 1957, 1958
Scope and Content
Three letters from Vassie D. Wright, Founder and President of Our Authors Study Club, the Los Angeles Branch of the Association for the Study of Negro Life and History discuss membership dues, the Journal of Negro History and the Club's annual Negro History Week observance. Under Wright's leadership, the first city-wide Negro History Week celebrations were initiated in February, 1949, an observance which grew to become Black History Month.

box 31, folder 12  Historical Review 1957 April 1
Scope and Contents
Materials include a copy of the five page "Historical Review of Development and Conduct of Advertising-Sales Promotional-Public Relations Functions at GSM."

box 31, folder 13  The ABC Picture Book of Eminent Negroes Past and Present 1959-1962
Scope and Contents
Materials also include correspondence and discussion of the book's inclusion of GSM Founder William Nickerson, Jr., President Norman O. Houston and Chairman of the Board George A. Beavers, Jr.

box 31, folder 14  Pictorial Review 1960
Scope and Contents
Materials include multiple copies of this special edition of The Messenger celebrating 35 years of Golden State Mutual history.
Bradley Now and A Matter of Color posters 1969
Scope and Contents
Materials include one Bradley for Mayor campaign poster and two A Matter of Color posters published by Studio Watts.

Scope and Contents
Materials include funeral programs for Luther Martin Hudson, Bertha Benton Nickerson and Norman O. Houston.

A Great Day in December program 1974
Scope and Contents
Materials include Tom Bradley Inaugural program and dinner invitation.

Bio files - V.A.H. 1944-1972
Scope and Contents
Verna A. Hickman's biography files are organized alphabetically, include biographical notes and press releases composed by Hickman and may also contain resumes, GSM biographical questionnaires and clippings. The majority of the files are for GSM employees but there are also files for Board members and community leaders.
Box 31: Includes bio files for the following: Helen E. Batiste, George A. Beavers, Jr., Byron Beverly, Ike Blocker, Roscoe C. Carroll, Johnnie L. Cochran, Sr. and Verna A. Hickman.
Bio files - Company

Scope and Contents

Files are organized alphabetically and include biographical data sheets and photos of employees from the Home Office and District Offices. There are also files for some Board Members, community leaders and artists such as GSM mural artist Charles Alston.

Box 32: Charles Alston - Gloria Beasley. This box includes Helen E. Batiste's file, GSM's first employee.


Box 34: Field representatives - Ivan J. Houston. This box includes files for Leonard M. Grimes, Verna A. Hickman and Ivan A. Houston, as well as a file of Home Office employee biographical data sheets.

Box 35: Norman O. Houston - Edgar J. Johnson. This box includes files for Norman B. Houston and Stephen A. Johns. The Edgar J. Johnson files include his typed and annotated speeches such as "What was it like in 1925?" which he wrote in 1963 when he was GSM Executive Vice President.

Box 36: Lonzie L. Jones - Board Member Hector Orci. This box includes files for Thomas Kilgore, Board Member Charles H. Matthews, Detroit Urban League Executive Director Frances E. Kornegay, Thaddieus B. McCray, Bertha B. Nickerson and Founder William Nickerson, Jr.

Box 37: Kwasi Osei - J.D. Tanner. This box includes files for Golden State Minority Foundation President Ernest Shell and artist William E. Pajaud who served as GSM Vice President, Secretary, Director of Public Relations and Advertising and Art Collection Curator.

Box 38: Larkin Teasley - Rory Wayne Wright. This box includes files for Harold E. Toliver, Medical Director and Board Member Dr. H.H. Towles, A.J. "Kelly" Williams and Home Office Architect Paul R. Williams. Teasley's files include Agent Victor A. Nickerson's 1935 GSM Manual.

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Titus Alexander files 1911, 1922-1969, undated

Biography/History

Titus Alexander was an engineer who came to Los Angeles in 1897 and a self-described "volunteer curator of Negro history." Alexander was also a California Historical Society Board Member who assisted Los Angeles Librarian Miriam Matthews with her research for the GSM murals that document the Negro in California history. On June 4, 1952, GSM President Norman O. Houston announced the establishment in its Library of the Titus Alexander Collection of Negro Life and History and presented Alexander with a bookplate to be placed in the volumes. The original volumes in this collection were donated by Alexander in 1950 and the bookplate was created in honor and appreciation for his generous gift of books and his interest in the cultural life of his community.

Scope and Content

The research files that follow the Biddy Mason files are organized chronologically and then shift to alphabetical arrangement. Alexander's research files on the contributions of Black people to American and particularly California history were integrated into the GSM Library's vertical files and inspired other vertical files. Items in the collection often include Alexander's signature and annotations.
Clippings, biography and bookplate
Scope and Contents
Materials also include a copy of Alexander's California Historical Society membership card, a Gray Flexograph recording of Alexander's funeral oration for his friend Mr. William Atwood and photographs of the Titus Alexander bookplate presentation which feature Vermont Square Branch Librarian Miriam Matthews, President Norman O. Houston, GSM Librarian Mamie Spencer, Southern California Historical Society Executive Committee Chairman Gregg Layne, Public Relations Administrator Verna A. Hickman and George A. Beavers, Jr., Board Chairman and Treasurer.

Alexander Collection inventory
Scope and Contents
Inventory of the Titus Alexander Collection of Negro Life and History books, photos and research files.

Collection of Negro Life and History: Books
Scope and Contents
Box 38: Titles include Bernheimer Oriental Gardens, Dr. George Washington Carver Scientist, An Economic Detour, Lincoln's Gettysburg Address and First and Second Inaugural Addresses and Your Most Humble Servant.

Biddy Mason files
Biography/History
Biddy Mason arrived in California as a slave late in 1851. She won freedom for herself and her three daughters in a Los Angeles court room on January 19, 1856. Once free, she worked as a midwife and nurse for Dr. John Griffin, a Los Angeles physician. When she had saved enough money in 1865, she bought four large lots in the block between Spring and Broadway and Fourth and Third Streets. It was in Biddy Mason's home on Spring Street between 3rd and 4th where the first Black church in Los Angeles, now the First African Methodist Episcopcal (A.M.E.) Church, was organized in 1872. On January 6, 1971, the Cultural Heritage Board of the City of Los Angeles named the First A.M.E. Church building at 801 Towne Avenue Los Angeles Historic-Cultural Monument No. 71.

Scope and Contents
Materials include photos of Mason, her family and the Owens house, newspaper clippings, original manuscripts entitled "My Grandfather" and "Autobiography" by Mason's grandson Robert C. Owens, copies of Mason's land deeds and freedom papers, Pioneers of Negro Origin in California book, Biddy Mason Cultural Center pamphlets, Federation of Black History and Arts, Inc. Advisory Board Meeting minutes, Biddy Mason excerpt from "The Negro Trail Blazers of California," Program for "Biddy Mason Day," original request to borrow Biddy Mason materials from GSM signed by Miriam Matthews, "Dime for Biddy Mason Day" promotional flyers and correspondence from Chairman Jerome Scott to GSM's Director of Sales William E. Pajaud, draft of mission and vision for The Biddy Mason Center, press release concerning the First A.M.E. Church building's Historic-Cultural Monument designation, The Book of Common Prayer and The Hymnal book.

Negro Insurance Company Reports 1937-1955

Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434 27
National Negro Insurance Association publications 1938-1956
Employment publications, clippings and surveys 1939-1954
Scope and Contents
Materials include the following publications: The Negro in the Brewing Industry, Negroes in the Work Group and The Urban Negro Worker in the United States.

American Negroes publications 1940, 1944, 1948
Scope and Contents

Armed Services publications 1942-1950
Scope and Contents
Materials include "Nobody knows..." Freedom to Serve, Win the War - Win the Peace, U.S. Army Divisions in the World War and Negroes and the War.

Housing publications and clippings 1947-1954
Scope and Contents
Materials include Covenants for Exclusion, What you should know about Neighborhood Redevelopment Corporations, If Your Next Neighbors Are Negroes, Mortgage Financing for Properties Available to Negroes, The Road Back, Hemmed In, Housing of the Nonwhite Population, Homes for Aryans Only and The Housing of Negro Veterans.

Negro biography clippings and publication
Africa publications and clippings 1947, 1955
Scope and Contents
Materials include The Real Facts About Ethiopia and Your Questions Answered by the Accra Town Council.

Foreign Affairs: An American Quarterly Review 1948 October
Science publications and clippings 1949-1951
Education publications and clippings 1949-1955
Scope and Contents
Materials include the following pamphlets: Prejudice in Textbooks, Readings in Intergroup Relations, Religion and Race: Barriers to College? and Discrimination in Higher Education.

Fair Employment Practices Legislation publications circa 1950
Scope and Contents
Materials include The Dynamics of State Campaigns for Fair Employment Practices Legislation, Your Rights Under State and Local Fair Employment Practices Laws and Speaking About the Right of Every Person to Earn a Living . . . . For an Ordinance to Abolish Job Discrimination in Los Angeles.

Socialism for Millionaires undated
Scope and Contents
This miniature book was written by George Bernard Shaw and published by Little Leather Library Corporation, New York.

Americanism clippings and publications 1922-1953
Scope and Contents
Materials include Are You an American? Great Americans Speak, The City of Los Angeles: The First 100 Years and 100 Amazing Facts About the Negro with Complete Proof.
<table>
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</thead>
<tbody>
<tr>
<td>box 44, folder 1-2</td>
<td>Black history clippings 1949-1969</td>
</tr>
<tr>
<td>box 44, folder 3</td>
<td>Black organizations clippings 1949-1956</td>
</tr>
<tr>
<td>box 44, folder 4</td>
<td>The Dawn of a New Day for the Negro 1949</td>
</tr>
<tr>
<td>box 44, folder 5</td>
<td>GSM Board of Directors clipping 1956</td>
</tr>
<tr>
<td>box 44, folder 6</td>
<td>GSM clippings 1953-1956</td>
</tr>
<tr>
<td>box 44, folder 7</td>
<td>GSM and civil rights clippings</td>
</tr>
<tr>
<td>box 44, folder 8</td>
<td>MLK Jr. file 1964-1969</td>
</tr>
<tr>
<td>box 44, folder 9</td>
<td>National Association of Colored Women Hand Book 1952</td>
</tr>
<tr>
<td>box 45, folder 1</td>
<td>Newspaper clippings 1911</td>
</tr>
<tr>
<td>box 45, folder 2</td>
<td>Negro business clippings 1946-1952</td>
</tr>
<tr>
<td>box 45, folder 3</td>
<td>Negro authors clippings 1948-1952</td>
</tr>
<tr>
<td>box 45, folder 4</td>
<td>Negro churches clippings 1949-1951</td>
</tr>
<tr>
<td>box 45, folder 5-6</td>
<td>Negro finance clippings 1948-1951</td>
</tr>
<tr>
<td>box 45, folder 7</td>
<td>Negro medicine publications and clippings 1943-1947</td>
</tr>
<tr>
<td>box 45, folder 8</td>
<td>Negro musicians clippings</td>
</tr>
<tr>
<td>box 45, folder 9</td>
<td>The Official California Negro Directory 1943</td>
</tr>
<tr>
<td>box 46, folder 1</td>
<td>Photostats of Japanese surrender 1945</td>
</tr>
<tr>
<td>box 46, folder 2</td>
<td>Pittsburgh Courier clippings 1950-1955</td>
</tr>
<tr>
<td>box 46, folder 3</td>
<td>P.A.N.D.A. program 1956 February 24</td>
</tr>
<tr>
<td>box 46, folder 4</td>
<td>Prominent African American bio sketches</td>
</tr>
</tbody>
</table>
Racial tensions publications and clippings

Scope and Contents

Edith Sampson clippings 1951-1952

The SCLC Story 1964

Library Catalog
Scope and Contents
A wooden box contains the card catalog for the Titus Alexander Collection of Negro Life and History.


Biography/History
Long time civil rights activist and journalist, Almena Lomax, graduated from Jordan High School in Los Angeles, studied journalism for a year and a half at Los Angeles City College, and worked for Charlotta A. Bass at the California Eagle, a black weekly. She left the Eagle in 1940 and started the Los Angeles Tribune in 1941 with $100 she borrowed from her future father in law, Lucius W. Lomax, Sr. After her divorce, she closed the doors to the Tribune in 1960 and moved to Tuskegee, Alabama with her children to cover the civil rights movement. After her return to Los Angeles, she was hired in 1974 by GSM to write a book that would document its corporate history. Her daughter Mia D. Lomax, who holds a Master's degree in history, assisted her with the research. While working on the GSM book, Insurers of the Dream: The Story of a People and Their Business, she filed a class-action discrimination suit against the Los Angeles Times and Times Mirror based on the claim that she had been denied a job as a reporter because of her race and lack of a college degree.

Scope and Content
These files include correspondence between Lomax and GSM executives, multiple drafts annotated by Lomax and multiple drafts of a GSM corporate history entitled "Once Upon A Farm" written by Dr. Doyce Nunis.

Corporate history notes and memo 1970 July 16, 1973 March 28

Scope and Contents
Materials include notes from a conference with "Dick" Trueblood concerning his experiences in compiling material for the history of Occidental Life Insurance Company and a memo from George A. Beavers, Jr. regarding corporate history of the Board of Directors.

Nickerson material 1974-1977

Scope and Contents
Materials include correspondence from William Nickerson, Jr.’s daughter, Quincella Nickerson Kimbrough concerning the omission of her father’s name as Founder of Golden State Mutual Life Insurance Company. She attached numerous annotated articles, GSM advertisements and publicity materials as evidence and sent copies of this letter to Ivan J. Houston, Larkin Teasley, George A. Beavers, Jr. and Almena Lomax. Materials also include letters from George A. Beavers, Jr. and Ivan J. Houston in response to Victor Nickerson’s recommendations at the Annual Meeting. Beavers devotes the majority of the letter expressing his disagreement with Nickerson’s recommendation that the term "co-founder" be eliminated. Houston's letter explains that he knows that William Nickerson, Jr. is the Founder of Golden State Mutual Life Insurance Company.
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Description</th>
<th>Scope and Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>48, folder 3</td>
<td>Lomax correspondence 1974-1977</td>
<td>Letters between Almena Lomax and GSM executives and employees such as Ivan J. Houston, Norman O. Houston, Mabel Cleveland and George A. Beavers, Jr. concerning revisions to the corporate history, Lomax’s concerns over the delayed publication of the final draft and the historical inaccuracies of Dr. Doyce Nunis’ rewrites and Lomax’s fear that her authorship may be removed based on GSM’s relationship with the Los Angeles Times.</td>
</tr>
<tr>
<td>48, folder 4</td>
<td>Notes and correspondence 1976, 1977</td>
<td>Materials include notes from a corporate history conference with Dr. Doyce Nunis, minutes from a corporate history committee meeting and a letter from Almena Lomax to George A. Beavers, Jr. that begins, “I guess you’re going to be able to comb me out of your hair with reference to the GSM history.”</td>
</tr>
<tr>
<td>48, folder 5</td>
<td>Insurers of the Dream: The Story of a People and Their Business</td>
<td>Original &quot;History Copy&quot; of Almena Lomax’s GSM corporate history. This copy is heavily annotated and its title page describes it as &quot;A Golden State Mutual Life Insurance Company Half Century anniversary publication.&quot;</td>
</tr>
<tr>
<td>48, folder 6-7</td>
<td>Insurers of the Dream - Original</td>
<td>The folder annotations describe this draft as &quot;Original History Book 1 to Book Twelve.&quot;</td>
</tr>
<tr>
<td>49, folder 1</td>
<td>Insurers of the Dream</td>
<td>Materials include drafts of Chapter 27, 31, 34, 40 and 42 and correspondence from the author, Almena Lomax to GSM President and Chief Executive Officer Ivan J. Houston. Lomax closes her first letter with, “I look forward to our meeting after you have received and reviewed my corrections. I will be wearing my boxing gloves.”</td>
</tr>
<tr>
<td>49, folder 2</td>
<td>GSM History - Lomax</td>
<td>Materials include a photocopy of a draft with a post it note from Ivan J. Houston on the title page which reads, &quot;This goes back to the Vault.&quot;</td>
</tr>
<tr>
<td>49, folder 3</td>
<td>Insurers of the Dream - Chapters and letters</td>
<td>Materials include drafts of Chapter 27, 31, 34, 40 and 42 and correspondence from the author, Almena Lomax to GSM President and Chief Executive Officer Ivan J. Houston. Lomax closes her first letter with, “I look forward to our meeting after you have received and reviewed my corrections. I will be wearing my boxing gloves.”</td>
</tr>
<tr>
<td>49, folder 4</td>
<td>Insurers of the Dream - Reviewed by I. J. Houston 1975 July</td>
<td>&quot;Once Upon a Farm&quot; is the title of Chapter 1 of this rewrite of GSM’s corporate history. There is no author named on this draft which includes handwritten edits and notations.</td>
</tr>
<tr>
<td>50, folder 1</td>
<td>Insurers of the Dream - Reviewed by I. J. Houston 1975 December</td>
<td>&quot;Once Upon a Farm&quot; draft 1977 February 1</td>
</tr>
<tr>
<td>50, folder 2</td>
<td>Insurers of the Dream - 2nd draft</td>
<td>&quot;Once Upon a Farm&quot; - final script 1977 February 1</td>
</tr>
<tr>
<td>50, folder 3</td>
<td>Insurers of the Dream - Extra Chapter 16 1975 December</td>
<td>Scope and Contents</td>
</tr>
<tr>
<td>50, folder 4</td>
<td>&quot;Once Upon a Farm&quot;</td>
<td>This revision of GSM’s corporate history indicates that the beginning and the ending were rewritten by GSM Public Relations staff.</td>
</tr>
</tbody>
</table>
"Once Upon a Farm" - N. O. H. copy 1977 August 1, 1977 September 16
Scope and Contents
This corporate history draft was edited by Dr. Nunis and includes a letter from Almena Lomax to Ivan J. Houston. Lomax inquires about when the final manuscript will be sent to her for review, compensation for additional work she did on the history and concerns about the delay in preparing the book for publication.

"Once Upon a Farm" - Dr. Nunis edits 1977 August 1
Scope and Contents
Materials include another draft of the GSM corporate history as edited by Dr. Nunis, a letter from Nunis to Ivan J. Houston, a list of GSM Board Members from 1925-1971 and additional correspondence from Almena Lomax.

Dr. Nunis' copy of the original
Scope and Contents
Dr. Doyce Nunis' copy of Almena Lomax's original, *Insurers of the Dream* includes minor edits and annotations in pencil.

History Conference notes 1973-1977
Scope and Contents
Materials include notes on corporate history conferences and meetings of the corporate history committee. These conferences and meetings were attended by George A. Beavers, Jr., Norman O. Houston, Ivan J. Houston, Edgar J. Johnson, Verna A. Hickman, William E. Pajaud, Ernest Shell and on occasion, consultant Professor Doyce Nunis.

"Once Upon a Farm" 1977 November 9
Scope and Contents
Materials include a draft annotated with revisions, a "latest copy of history" memo from Mabel Cleveland and booklets on the GSM murals and art collection.

"Once Upon a Farm" - final
Scope and Contents
Dr. Nunis' copy of Once Upon A Farm includes handwritten annotations in pencil.

"Once Upon a Farm"
Scope and Contents
This draft includes a few revisions in pencil and pen and an accompanying sheet of page numbers where these edits appear.

Company History
Scope and Contents
Materials include multiple copies of "A Brief History of the Founding and Development of Golden State Mutual Life," clippings and photos.

GSM History
Scope and Contents
Materials include a two page GSM history entitled "About Us," financials, locations and a list of officers.
**The Founding of GSM**

**Scope and Contents**

Materials include the following three GSM corporate histories: The Founding of Golden State Mutual, The Founding and Development of Golden State Mutual Life Insurance Company and Golden State Mutual Life Insurance Company: Its History in Northern California.

**GSM History notes**

**Scope and Contents**

This file contains handwritten notes on Home and District Offices by GSM's first employee, Helen Batiste. Her notes include names, dates and addresses.

**Photographs 1925-2007**

**Scope and Content**

Photographs were arranged based on labels created by the company. Numerous boxes also include negatives.
Historic photos 1925-1979

Scope and Contents
Historic photos is the company term for images that capture the foundation of GSM and historic events and visitors.

Box 53: Materials include photos of William Nickerson, Jr., George A. Beavers, Jr., Norman O. Houston, Edgar J. Johnson, Bertha B. Nickerson, Helen E. Hodge (Batiste), Verna A. Hickman and GSM visitors such as Los Angeles Mayor Fletcher Bowron, City Councilman Kenneth Hahn, Architect Paul R. Williams and Los Angeles Chamber of Commerce President A.J. Gock. Materials also include photos of the Nickerson bust by sculptor Richmond Barthe, GSM officers and painter Betsy Graves Reyneau at an exhibit of her portraits of prominent African Americans. Additional photos include images of the following: Old Line Legal Reserve Permits, Conversion Honor Roll, 7th War Bond Purchase, policyowners accepting claim settlements and the William Nickerson, Jr. funeral.

Box 54: Photos include images of William Nickerson, Jr., George A. Beavers, Jr., Norman O. Houston, Ivan J. Houston, Larkin Teasley, Stephen A. Johns, policyowners, Los Angeles mortuaries, Home Office buildings, Black insurance pioneers, Home Office groundbreaking, Congressman Andrew Young, Assemblywoman Theresa Hughes, Los Angeles Mayor Sam Yorty, Joe Louis, Assemblyman Fred Roberts, Madame Pandit, Congressman Ronald Dellums, Supervisor Leonard Roach, Dr. Ralph Bunche, Los Angeles Mayor Fletcher Bowron, California Governor Goodwin Knight, Lionel Hampton, Dick Gregory, Forest Whitaker, Paul R. Williams and Los Angeles Mayor Tom Bradley.

Box 55: Materials include oversize photos of William Nickerson, Jr., George A. Beavers, Jr., Norman O. Houston, Ivan J. Houston, Home Office building on Western and Adams, Edgar J. Johnson, Tenth Annual Superintendent’s Conference, Jessie Owens, Grace Means, Helen E. Hodge (Batiste), Simon F. Johnson, All Year Awards ceremonies, Home Office activities and a collage of prominent figures such as Sammy Davis, Jr., Martin Luther King, Jr., Jesse Jackson and Lena Horne.

Box 56: Materials include oversize photos of the National Insurance Association 38th Annual Session, the National Negro Insurance Association Convention 30th Annual Session, the Third Annual Ye Old Rams Club Training Table Dinner at the Biltmore Hotel, the 6th Annual Rams Club Kick-Off Dinner at the Beverly Hills Hilton, the Interdependence Banquet at the Ambassador Hotel and GSM Home Office employees at the Adams and Western construction site.

Box 57: Negatives include images of California History Tour with Charles Alston, Home Office buildings, R.C. Owens, Christmas party, Norman O. Houston at work, open house cocktail party, NAACP group photos, First Street and Los Angeles Street, Mrs. M.A. Hodgkins, Home Office construction, Peter “Nigger” Johnson, Jose Mascarel and Ralph Bunche’s visit to the new Home Office building.
Home Office photos 1925-2001

Processing Information

Some photographs of the 4111 Central Avenue Home Office are stamped and annotated with a 4261 South Central Avenue address. Ivan J. Houston explained that the streets on the eastside (East of Main Street) were renumbered in the early 1930’s. Since the Home Office of the Company stood on Central Avenue between 42nd Place and 43rd Street, not 41st Street and 42nd Street, its address was changed from 4111 to 4261.

Biography/History

Golden State began operations in 1925 within a 12-by-14-foot second-floor office at 1435 Central Avenue. Seventy-nine days later the Company moved to the larger store-front quarters at 3512 Central Avenue. Groundbreaking ceremonies for the Company’s first Home Office Building were held on August 7, 1928. This 2-story building was located at 4111 Central Avenue. Golden State’s final Home Office Building at the corner of Western and Adams was dedicated in 1949.

Scope and Content

Home Office photos is the company term for images that capture buildings, executives, employees, visitors and activities at the GSM corporate headquarters in Los Angeles.

Box 58: Photo plaques include images of the Western and Adams Home Office construction site and George A. Beavers, Jr.

Box 59: Mounted photos include images of the 3512 Central Avenue Home Office exterior, Jesse Owens and employees in front of the 4111 Central Avenue Home Office (signed “Best of Luck Verna, Jesse Owens”) and images of leaders such as Verna Hickman, Helen E. Batiste, William Nickerson, Jr., George A. Beavers, Jr., Norman O. Houston and Ivan J. Houston.

Box 60: Oversize photos include images of Norman O. Houston and Lena Horne, Founder William Nickerson, Jr. and Co-Founders Houston and Beavers, Western and Adams Home Office Building construction, President Edgar J. Johnson, the Printing Department, Bertha Nickerson, Helen E. Batiste, the Board of Directors and interior office spaces.

Box 61: Photos include images of employees working, Helen E. Batiste dancing, the Printing Department, office building exteriors, 1999 West Adams groundbreaking, building exterior architectural renderings, interior views of office at 4261 South Central Avenue and the Western and Adams open house.

Box 62: Photos include images of Home Office open house, William Nickerson, Jr. bust dedication, cornerstone laying and dedication ceremony, 4261 South Central Avenue moving day, President and Chief Operating Officer Larkin Teasley, the murals, co-founder Norman O. Houston, the art collection, Home Office employees, Mayor Tom Bradley, Councilman Emmani Bernardi, Leonard Beavers, Leonard Grimes, Norman B. Houston, Supervisor Kenneth Hahn, Hale Woodruff, William E. Pajaud, football player Willie Davis and Ivan J. Houston, GSM computers, Menlo Avenue elementary class visit and Los Angeles Beautiful student poster contest.

Box 63: Materials include photo albums presented to Board Chairman Norman O. Houston and Board Member Edgar J. Johnson at a Special Assembly in the Home Office Auditorium on November 12, 1970. This album includes a program from the assembly and includes group photos of GSM associates from Los Angeles District Offices 1112 and 1113, Compton, Chicago and San Francisco.

Box 64: Photos include images of Operations Committee formation, Western and Adams newspaper stand, Certificates of Contribution, 24th Street School mural, Home Office interiors and exteriors, GSM Minority Foundation members, Underwriting Department, Officers and Central Administration staff, Adams and Western construction, employee of the month and an Olympic Torch runner passing by the 1999 West Adams building.

Box 65: Photos include images of Founder William Nickerson, Jr. with co-founders George A. Beavers, Jr. and Norman O. Houston, Stanley Mosk addressed to Norman O. Houston and signed by Mosk, Reverend and Mrs. Abernathy, Titus Alexander and family members. Materials also include a framed photo of George A. Beavers, Jr., Mayor Tom Bradley and Supervisor Kenneth Hahn at a Los Angeles City Council meeting.

Box 66: Photos include images of Richmond Barthe, Joe E. Brown, Alice Gafford, Althea Gibson, P’Illa Mills, Clarence Muse, Liberia’s Assistant Secretary of Defense D. Caesar Harris, Langston Hughes, Chairman Ivan J. Houston, Jesse Jackson, Dr. Martin Luther King, Jr., Freedom Ball, Ethiopia, Harlem, Walter and his private jet M. Delano to
box 68-72  District Office photos 1961-1990s
Scope and Content
Materials are arranged alphabetically by city, region or state and include photographs of employees, executives, building interiors and exteriors, groundbreakings, open houses, paint-ins, meetings, participation with school districts and breakfasts for the following GSM District Offices:
Box 68: Bakersfield, Century City North 10100, Charlotte, Chicago and Compton.
Box 69: Dallas, Detroit, Emeryville, Fort Worth, Fresno, GA and Houston.
Box 70: Los Angeles, L.A. Eastside, Los Angeles Managers, North Carolina, North Texas, Oakland and Oakland East.
All District Offices photos are arranged alphabetically by department:
Box 71: Accounting, Administrative Services and Agency.
Box 72: Auditing, Automatic Debit Accounting, Central Administration, Claims, Data Processing, Federal Credit Union, General Agency, Insurance Administration, Methods and Systems, Personnel, Policy Index, Underwriting and Word Processing.

box 73-77  Employee photos 1940-1995
Scope and Content
Photographs of employees include Home Office and District Office employee head shots arranged alphabetically by last name and images of retired, terminated, award winning, and working employees.
Box 73: Employee head shots include Arturo Acosta through Henry H. Irumundomon.
Box 74: Employee head shots include Adrien Jack through Edna Swancy.
Box 75: Employee head shots include James Tankson through Camille Zenon.
Box 76: Photographs include images of Lillian Barry, Robert Corral, Thomas Duckett, Earl Jackson, Edgar J. Johnson, Pat Du Rousseau's retirement party, Harold Toliver, Larkin Teasley, Melva Baker, Lorelei Little, James Ward, Wendy Williams, Central Files Department girls on moving day, Thelma Koerber, Relief Baskets for Christmas preparations, Alan Blocker, Norman B. Houston, President Norman O. Houston, William Nickerson, Jr., Verna A. Hickman, Thelma Taylor, Mabel Cleveland, Lucille Ailstock, George A. Beavers, Jr. with Josephine Baker and Councilman Don Allen, the policy index moving day, retired and terminated employees.
Box 77: Materials include images of retired and terminated employees, staff groups, training sessions, Home Office employees at work, employee of the month, employees from District Offices at work and a Home Office photo album of clerical staff at work as well as Norman O. Houston, Ivan J. Houston, and Helen E. Batiste.
Event photos 1931-2007

Scope and Content

Event photograph files are arranged chronologically and include local and national events. The following boxes include photographs of events identified by subject.

Box 78: 11th Annual Session N.N.I.A., student tours with Jefferson High School and others, Breakfast Rally Meeting, crowning June White "Queen of the Home Office," dining in the Home Office cafeteria with Lena Horne, 22nd Anniversary Picnic beauty contest, visiting with model Dorothea Towles, creating relief baskets for the holidays, 5th War Loan Purchase, City Council Member Gilbert W. Lindsay, Sammy Davis, Jr. and Norman O. Houston at the So. Area Boys Club Swimming Party, Henry Moon, Roy Wilkins, Thurgood Marshall of the NAACP with President Houston and Board Chairman Beavers, Art Linkletter receiving an award, executives meeting with California State Legislator Frederick M. Roberts, Dr. Leonard Stovall meeting with GSM agents in a lab, employees donating to the Red Cross Blood Bank, Lolette Davis running the Community Chest Drive, President Houston and Public Relations Administrator Verna A. Hickman meeting with Los Angeles Urban League Secretary Floyd Covington and others for the Boy Scout Jamboree Committee, Mayor Poulson signing Compromised Housing Agreement in the presence of George A. Beavers, Jr., Bertha B. Nickerson accepting a posthumous award made by the U.S. Treasury Department to Founder Nickerson for his service to the nation in the war financing program, Los Angeles Times prints of Frank Kurihara of the Japanese Chamber of Commerce, Philip N. Gepner of the Jewish War Veterans, City Councilman Edward Roybal and Leonard C. Beavers of GSM, unveiling of the Toscani Baton, Lonzie Jones presenting a check to Dr. Claude Hudson and George Whiteside of the N.A.A.C.P., tennis champion Althea Gibson touring the Home Office, City Housing Authority tour of slum area, Ralph Bunche and Mrs. Bunche celebrating Open House Week, Norman O. Houston presenting 25-Year Service Pin Awards to Verna A. Hickman, Helen E. Batiste and Gibson touring the Home Office, City Housing Authority tour of slum area, Ralph Bunche and Mrs. Bunche celebrating Open House Week, Norman O. Houston presenting 25-Year Service Pin Awards to Verna A. Hickman, Helen E. Batiste and Berke N. Hunigan, IBM RAMAC (Random Access Method of Computing and Control) computer installation ceremony, Black Student Union rally, Acapulco conference, A.M.E. Convention reception at Home Office and N.I.A. conventions.

Box 79: Leaders Roundtable in Las Vegas, Mexico and Hawaii, United States Attorney General Nicholas Katzenbach at the Legal Defense Fund Banquet for Norman O. Houston, Kenneth Hahn's presentation of GSM's 50th Anniversary Resolution, President Houston, Lena Horne and Dr. Claude Hudson at the N.A.A.C.P. Life Membership Banquet, welcoming visiting Ambassadors from Zambia to the Home Office, Basketball Banquets with the following high schools: Manual Arts, Fremont, Jordan, Verbun Dei, Crenshaw, Murphy, Morningside, Basketball Banquet photos include images of Mayor Tom Bradley, Bill Cosby, Jim Cato and Verbun Dei star player Raymond Lewis, Soul City production and GSM Senior Vice President Ivan J. Houston signing a contract between the company and the Insurance Workers International Union (AFL-CIO).

Box 80: N.I.A. award presentations, 60th Street Improvement Club Paint-In, Directors and Officers Annual Banquets, Norman O. Houston appreciation plaque presentation, Leaders Roundtable in Vancouver and Acapulco and GSM company picnic. Watts Summer Festival photos include images of the Watts Towers, Miss Watts Summer Festival Carole Lanchart, Princess Cynthia White, Performing Arts Society of Los Angeles (PASLA) float, basketball players on unicycles, students marching and Grand Marshall Tom Bradley riding on top of the backseat of a car, compliments of Bob Hill's Boulevard Dodge in Compton.


Box 82: Leaders Roundtable in Reno, Basketball Champions Banquet for Crenshaw and Verdun Dei High Schools, All Year Awards Breakfasts, 60th Anniversary celebration, Anniversary cakes, KGFU Walk for Life, Alex Hailey at Serra High School, student scholarship winners, Christmas and Halloween parties, Hot Dog Clean Up Day, Paint It Fix It Party and reception in honor of National Urban League President John Jacob including guests such as Rita Walters, Councilwoman Pat Russell, Councilman Dave Cunningham, Professor Maulana Karenga and Los Angeles Urban League
Scrapbooks 1921-1950
Scope and Content
Scrapbooks include clippings, advertisements, policy specimens, checks, articles of incorporation, photos, ephemera, correspondence, memos, sermons, leases, pamphlets, certificates, newsletters, photos and church bulletins.

History of the Origin of the Golden State Mutual Life Insurance Company 1921-1939

Physical Description: This scrapbook is extremely brittle and requires careful handling.

Processing Information
The W.E.B. Du Bois address and a Pacific Defender newscipping regarding Du Bois’ visit to Golden State Guarantee Fund Insurance Company were detached from their original pages. Both items are currently housed in mylar and located on top of the Table of Contents on page 1.

Scope and Contents
This scrapbook was compiled by Founder and President William Nickerson, Jr. and includes records related to Nickerson's work with the American Mutual Benefit Association, the pre-organization of Golden State Guarantee Fund Insurance Company and the post-organization of Golden State Guarantee Fund Insurance Company. Materials include California Certificate of Authority, Articles of Incorporation, Charter Number, cancelled checks, Charter Member Contest results, Contribution Memberships, correspondence with the California Commissioner of Corporations and the Insurance Department of California, Nickerson's organization chart, escrow deposits, receipted bills, record of accounts, store lease for 3512 Central Avenue, Company literature such as Golden State News and Picture Story of Golden State, a sermon by Reverend N.P. Greggs and an annotated typed address by Dr. W.E.B. Du Bois delivered at the First A.M.E. Church on June 2, 1925. The address was on the Economic Status of the Negro and the Pageant.

National Negro Insurance Association (N.N.I.A.) Convention scrapbook 1939 July 12-14

Physical Description: This scrapbook detached from its binder and is extremely brittle. The binder is enclosed in the box with the scrapbook pages.

Biography/History
The N.N.I.A. was founded in 1921, GSM joined it in 1928 and following the 1954 Supreme Court desegregation decree, the Association dropped Negro from its name.

Scope and Contents
This scrapbook of the 19th Annual N.N.I.A. Convention in Los Angeles was hosted by Golden State Mutual and includes advertisements, press clippings and the official program created by GSM.

GSM press clippings scrapbook 1934-1939

Physical Description: This scrapbook is without cover or binding. The pages are extremely brittle and materials fall off the pages when turned.

Scope and Contents
This scrapbook includes clippings from Los Angeles and California newspapers concerning GSM, its employees, executives and Board members.
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Scrapbook Title</th>
<th>Physical Description</th>
<th>Scope and Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>box 92</td>
<td>GSM scrapbook 1925-1927</td>
<td>The pages of this scrapbook have detached from the binding.</td>
<td>This scrapbook includes press clippings, publicity cards, informational pamphlets, 3512 Central Avenue Open House invitation, correspondence from President Nickerson and the California State Insurance Commissioner, advertisements from First A.M.E. Church bulletins and a life insurance policy specimen from 1925 signed by Secretary Houston and President Nickerson.</td>
</tr>
<tr>
<td>box 93</td>
<td>In The Beginning scrapbook 1925-1934</td>
<td>The glue is deteriorating. When pages are touched or turned, materials fall off pages.</td>
<td>Scrapbook includes photocopies of GSM advertisements, store lease, articles of incorporation, invitations, announcements, policy samples, checks and news articles.</td>
</tr>
<tr>
<td>box 94, folder 1</td>
<td>GSM scrapbook 1926-1929</td>
<td>This scrapbook does not have a cover and its pages are brittle and crumble upon touch.</td>
<td>This scrapbook includes company memos from George A. Beavers, Jr., policy specimens signed by President William Nickerson, Jr. and Secretary-Treasurer Norman O. Houston, Golden State Torch newsletters written by Vice President Beavers, letters to agents from President Nickerson, copies of letters of appreciation from policyholders, promotional pamphlets and letters to policyholders from Nickerson and Beavers.</td>
</tr>
<tr>
<td>box 94, folder 2</td>
<td>The Ideal Scrapbook 1927-1932</td>
<td>Most pages are detached from binding and extremely brittle. Paper crumbles and materials fall off pages upon touch.</td>
<td>Scrapbook includes policy specimens, claimant's certificates, Charter Membership certificates, a fan with an image of the policy department at work, Vest Pocket Bulletins, copies of Beavers' Golden State Torch, correspondence from President William Nickerson, Jr., Vice-President and Director of Agencies George A. Beavers, Jr. and Secretary-Treasurer Norman O. Houston, &quot;Set Sales Talk&quot; typescript by Edgar J. Johnson and approved by Nickerson, A Picture Story of 3 Services booklet, Agent's Daily Schedule form, receipts, Special Bulletins from Superintendent of the Life Department Edgar J. Johnson, letterhead samples and copies of the monthly &quot;Mirror&quot; by William Nickerson, Jr.</td>
</tr>
<tr>
<td>box 95</td>
<td>In The Beginning scrapbook II 1935-1943</td>
<td>The glue is deteriorating. When pages are touched or turned, materials fall off pages.</td>
<td>This scrapbook is a continuation of the &quot;In The Beginning&quot; scrapbook. It is divided by year and includes photocopies of news releases, advertisements, press clippings and photos.</td>
</tr>
</tbody>
</table>
**box 96**  
**Newscippings scrapbook 1941**  
*Physical Description:* This scrapbook includes a hard cover with a binding secured by string. News clippings and pages are brittle and fall apart upon touch.  
*Scope and Contents*  
This scrapbook is organized by the following subject areas: Labor and Politics, Army-Navy and Sports, Arts and Social and Miscellaneous. The news clippings stacked between the cover and the first page include articles on Negros meeting about lynching, the N.A.A.C.P. protest of racial segregation within New York Guard units, a photo of boxing instructors Eulace Peacock and Jim Walker, a photo of Shubuta Bridge and another photo of two boys who were hanged there and an article on racial discrimination in defense plants.

**box 97**  
**In The Beginning scrapbook III 1944-1950**  
*Physical Description:* The glue is deteriorating. When pages are touched or turned, materials fall off pages.  
*Scope and Contents*  
This scrapbook is a continuation of the "In The Beginning" II scrapbook. It is divided by year and includes photocopies of news releases, advertisements, press clippings and photos.


**box 98-99**  
**2" Quadruplex open reel video tapes 1973 September 7, 1974 February**  
*Scope and Content*  
Box 98: Materials include one color magnetic tape entitled, "Pacesetters."  
Box 99: Materials include one color magnetic tape entitled, "I Am Somebody."

**box 100-104**  
*Scope and Contents*  
Box 100: Five 16 mm films with the following titles: Viewpoint KNXT TV Beavers, GSM Documentary - Home Office Construction & Dedication. Mural Installation, Home Office Daily Operations, Holiday in Acapulco GSM LRT, and Golden State Mutual Home Office.  
Box 101: Two 16 mm films. The first is entitled "Golden State Employees Film" and the second is untitled with a note from Bill Pajaud attached.  
Box 102: Five 16 mm films with the following titles: Home Office construction, office opening in 1949, Home Office construction, Public Relations and two untitled films.  
Box 103: Two 16 mm films with the following titles: GSM Construction and The History of Funerals and Burials - The Psychology of Death.  
Box 104: Ten 16 mm films with the following titles: GSM Company Picnic Movies, Company Picnic Films, 22nd Anniversary Val Verde Park, Lemlar Installation Home Office, First RAMAC Test, First RAMAC Test day and Destination Freedom Show on Mr. William Nickerson, Jr.

**box 103**  
**Microfilm 1978**  
*Scope and Content*  
Three rolls of microfilm with the following titles: Investment Committee Notes, GSM Minutes Book 1-9 and GSM Minutes Book 9-12.

**box 104**  
**8 mm film undated**  
*Scope and Contents*  
Two 8 mm films entitled GSM I and GSM II.
Corporate History 1911, 1922-2007


Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434

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**box 104**

*36 mm film undated*

Scope and Contents

Four 36 mm film rolls entitled The GSM Story, GSM Story (second take), GSM Story (second take) Working Copy, and H.O. Cornerstone Documents.

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**box 105**


Scope and Contents


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**box 106**

*U-Matic video tapes undated*

Scope and Contents

Two U-Matic tapes entitled "I Am Somebody" and "Pacesetters."

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**box 106**


Scope and Contents

Fifteen boxes of slides include the following titles: Company History, H.O. Employees at work in various departments, H.O. 1948, Home Office personnel, Brookside Park Company Picnic, Houston, G.A. Beavers, District employees and Installation of 1401 at GSM. Materials also include a folder of color slides which document a Los Angeles city awards presentation and feature Tom Bradley, Miriam Matthews, Verna Hickman, Ivan J. Houston, Philippa Houston and Larkin Teasley.

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**box 106**

*VHS C tapes 1999 December, 2000 July 21, 2000 July 23, undated*

Scope and Contents

Eleven compact VHS tapes which include the following titles: Time Capsule, GSM Lobby, Ed Harvey James Bailey, #1, A.E. Camp, New Charlotte Office Area, Video #2 and 75th Anniversary Dinner at the Hyatt.

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**box 106**

*Betamax tapes 1975, undated*

Scope and Contents

Seven Betamax tapes include the following titles: The Fight Against Slavery (Tape I-V) and Golden State Mutual Master (two tapes).

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**box 106**

*Mini DV 2001 July 11*

Scope and Contents

One Mini Digital Video Cassette entitled Creating Wealth.
box 106  
**Audio cassette tape undated**  
Scope and Contents  
One audio cassette tape entitled Robeson Salute.

box 106-107  
Scope and Contents  
Box 106: Two Fujifilm MF2HD formatted floppy disks.  
Box 107: Seventy-seven floppy disks include the following titles: Golden State Mutual Life Nigerian Reception Photos, Immediate Action Policy Review, Agent Express Report, Training Material, College Recruiting, Church List Client Letters, $25,000 GSM Insurance Letters, Chicago, Metrodirect, GSM Thanks ("Feria"), 75th Anniversary, Golden State Mutual Ad, GSM Logo and President's Picture, Microlawyer, GSM PowerPoint slides, Bartlett's Book of Business Quotations, Poster, BEA Addresses, Reports, Executive Minutes, 03 Annuity Flyer and Voluntary Permanent Life Insurance Program.

box 108  
**VHS tapes 1999 February 27, 1999 November 2, 2000 July 21, 2001 July 11**  
Scope and Contents  

box 108  
Scope and Contents  

**Minutes 1924-1950, 1954-2009**  
Scope and Content  
The Minutes series includes Golden State Guarantee Fund Insurance Company minutes and GSM minutes for the following: Board of Directors, Executive Committee and Investment Committee. The Executive Committee was a subset of the Board of Directors and made recommendations to the Board for approval. This series also includes lists of Board Members, Board of Directors correspondence, Annual Reports to the Board of Directors, Resolution for the Formation of an Investment Committee, an Annual Meeting file, a Board of Directors file and Winston Mutual Life Insurance Company files.

Golden State Guarantee Fund Insurance Company minutes 1924 December 16-1925

Physical Description: These minutes are handwritten in pencil on sheets of legal paper and typed and handwritten in pencil on sheets of letter size paper.

Scope and Contents

William Nickerson, Jr., George A. Beavers, Jr., Dr. H.H. Towles, Norman O. Houston and W.J. Benton met on December 16, 1924 at Nickerson's residence to discuss the organization of a life insurance company. This committee elected Nickerson as temporary president and Houston as temporary secretary. The committee met at the offices of Dr. H.H. Towles on January 16, 1925 and unanimously agreed to go into permanent organization and elected the following temporary officers: Nickerson as President, Houston as Secretary-Treasurer, Towles as Medical Director and John H. Upton as Actuary. The committee met at 1435 Central Avenue on January 27, 1925 and the secretary reported that the Articles of Incorporation had been signed by the fifteen directors and filed with the Corporation Commission and the application to solicit "Certificates of Contribution Membership" was approved. On February 28, 1925 the committee adopted by-laws and President Nickerson exhibited the Charter of the Company.

Golden State Guarantee Fund Insurance Company minutes 1924 December 1-1930

October 24

Physical Description: These minutes are typed, signed by President Nickerson, Secretary Houston and Acting Secretary Beavers and are bound as a set of official documents within hard cover minutes books.

Scope and Content

William Nickerson, Jr., George A. Beavers, Jr. and Norman O. Houston met at the residence of Mr. Nickerson on December 1, 1924 to discuss the possibility of the organization of a life insurance company with a home office in Los Angeles. These men formed themselves into a committee and approved the name of Golden State Guarantee Fund Insurance Company of Los Angeles, California. At the December 16, 1924 meeting, Mr. Nickerson stated that the name was approved by the Insurance Commissioner on December 13, 1924 and shared this letter with the committee. The Board of Directors met at 1435 Central Avenue on July 14, 1925 and unanimously voted to approve a letter to the Insurance Commissioner with the following prerequisite documents to secure a Certificate of Authority to begin operations: Application for Certificate of Authority, certified copy of Articles of Incorporation signed by the Secretary of State, $20,000 bond and a certified check for $70.00 to cover all filing fees. The Board voted on August 4, 1925 to empower the Location Committee to secure the store front on 3512 Central Avenue as its new office space. At the August 7, 1928 meeting, the Publicity Committee reported that it approved an informal ground breaking program to be held at the new home office building site located at 4111 Central Avenue.

Board of Directors correspondence 1925-1926

Scope and Contents

Materials include correspondence from Secretary-Treasurer Norman O. Houston to Board members concerning Board meeting dates, Publicity Committee meeting dates and salaries. There is also correspondence from President William Nickerson, Jr. to the Directors regarding death, agent failure to collect life debits and the financial loss to the company.
Executive Committee minutes 1925-1927

Scope and Content
Executive Committee members William Nickerson, Jr., George A. Beavers, Jr., J.H. Shackelford, A. Hartley Jones and Norman O. Houston met on August 3, 1925 to approve Nickerson's organization plan to give each Charter Member a Charter Member Certificate and to discuss bills and salaries. On November 27, 1925 the committee agreed on compensation for E.J. Johnson's work in the Oakland District. On June 29, 1926 the committee recommended that first employee Helen Beavers' salary be increased $10.00 per month beginning August 1st. Materials also include correspondence from Director of Agencies George A. Beavers, Jr. to the Executive Committee concerning a new business drive called President's Month and a report from Beavers concerning his trip to northern California to survey the following cities: Oakland, San Francisco, Fresno and Bakersfield.

Board of Directors minutes 1925-1931

Scope and Contents
The Board adopted By-Laws on February 28, 1925. Materials include Certificates of Contribution Membership application, Articles of Incorporation, a permit from the State Corporation Department to sell and issue Certificates of Contribution Membership. A special meeting was held on May 25, 1931 wherein the Board amended its Articles of Incorporation to reflect its name change from the Golden State Guarantee Fund Insurance Company to the Golden State Mutual Life Insurance Company.

Executive Committee minutes 1927-1931

Scope and Contents
Executive Committee minutes include correspondence from the Publicity Committee concerning ideas for a company emblem, a resolution in honor of the company's 6th anniversary, minutes from the Special Committee on Interest and Committee Salaries, monthly income statements and a letter to the Board from President Nickerson regarding his trip to Texas to meet with the Insurance Commissioner Tarver and Chief Deputy Carter to explore the possibility of Golden State's establishment there. Nickerson noted that Carter had lived for years in Abilene, "... one of the most Negro-hating centers in the State of Texas." Nickerson also noted that "On this trip I saw more black people than ever I saw in my entire lifetime. In the big cities, along the highways, in the small cities, they came out by the thousands."

Executive Committee minutes 1928 May 8-1930 December 30

Scope and Contents
Materials include Executive Committee resolutions concerning the erection of a Home Office building, correspondence from President Nickerson on the recruitment and training of agents and Publicity Committee reports on outreach to the National Convention of the N.A.A.C.P. and the National Negro Insurance Association.

Board of Directors minutes 1930 March 3

Scope and Contents
Materials include minutes for the Annual Session at 4111 Central Avenue wherein a resolution passed which reduced the number of Board members from 15 to 9 members. The Board also amended the company's Articles of Incorporation and ballots for the election of Directors.

Executive Committee minutes 1931 January 9-1937 July 20

Scope and Contents
Materials include Vice President and Director of Agencies George A. Beavers, Jr.'s sales incentives such as the following themed production contests: Baseball, Track Meet, Big Game Hunt, Olympic Games and Football. Winners received awards such as trophies, cash, entertainment, premium hams and turkeys.

Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434

box 110, folder 4  **Board of Directors minutes 1931 March 2-1938 April 19**

Scope and Contents
Materials include the Board's adoption of the resolution to change the company's name to the Golden State Mutual Life Insurance Company and the amendment of the Articles of Incorporation to clarify the company's purpose on May 25, 1931, an Executive Committee report concerning the creation of an International Department "...to consist of all Latin speaking people including Mexicans, Filipinos and South Americans in the State of California," and Norman O. Houston's narrative report of his trip to Oakland and Sacramento. The Minutes of the Eleventh Annual Regular Meeting on March 2, 1936 reflect the unanimous reelection of the following officers: President and Manager William Nickerson, Jr., Vice President and Director of Agency George A. Beavers, Jr., Vice President Simon P. Johnson, Secretary-Treasurer Norman O. Houston and Medical Director H.H. Towles.

box 111, folder 1  **Executive Committee minutes 1932-1938**

Scope and Contents
Materials include notices of Annual Meetings, the announcement of the N.N.I.A. Convention contest where representatives who produce the highest amount of increase in combined debit will receive trips to Baltimore to attend the Convention, the loss of five cash boxes between the closing of the vault on May 23 and its opening on May 25, 1936 and correspondence from Secretary Norman O. Houston concerning the Board's approval of a resolution to change the number of Directors from nine to eight.

box 111, folder 2  **Board of Directors minutes 1937 November 2**

Scope and Contents
Board members present at this meeting included H.H. Towles, S.P. Johnson, William Nickerson, Jr., George A. Beavers, Jr. and Norman O. Houston. Members discussed the proposed amendments to By-Laws, improved property locations, the Football Production Contest and the Home Office lighting problem. Typed and annotated By-Law amendments are attached to these handwritten minutes.

box 111, folder 3  **Board of Directors minutes 1938 April 26-1942 January 27**

Scope and Contents
Minutes include discussion of inviting the N.N.I.A. to Los Angeles as the company's guests during the 1939 session, the July 6, 1938 approval of a citation for Henry Armstrong, World's Featherweight and Welterweight Champion for his excellent representation of the citizens of Los Angeles, agreement that the Company participate in the Booker T. Washington Commemorative Stamp Program and Report on Conference with Insurance Commissioner Hon. A. Caminetti, Jr. on July 18, 1940.

box 111, folder 4  **Board of Directors minutes 1942 February 6-1945 June 25**

Scope and Contents
Materials include notices of annual meetings, elections of Directors and Officers, the creation of Company Statistician positon and the abandonment of the Company Cashier position, Helen E. Hodge's title change from Cashier to Statistician, and discussion of facilities improvements such as the acceleration of the search for a new Home Office building.
Board of Directors minutes 1945 November 20-1947 February 18
Scope and Contents
The Board adopted a resolution in honor of the Company’s deceased Founder-President William Nickerson, Jr. on November 20, 1945. During this meeting the Board amended numerous Company By-Laws such as “Article VII Officers” so that the officers of the Company shall be Chairman of the Board, President, one or more Vice Presidents, a Comptroller, Agency Director, Secretary, Treasurer and Medical Director. All resolutions at this meeting were adopted by unanimous consent including the elections of the following officers: Director of the Company Bertha B. Nickerson, Chairman of the Board George A. Beavers, Jr., President Norman O. Houston, Vice President H.H. Towles, Comptroller Norman O. Houston, Agency Director George A. Beavers, Jr., Secretary Edgar J. Johnson, Treasurer Bertha B. Nickerson, Assistant to Comptroller Helen E. Hodge, Superintendent of Agencies Arthur J. Williams and Assistant to Secretary Robert W. Smith.

Board of Directors minutes 1947 March 3-1950 January 24
Scope and Contents
The Executive Committee discussed the findings and determination in connection with architect Paul R. Williams’ application concerning the Western Avenue and West Adams Boulevard property development on July 23, 1947. The Board of Directors approved Williams’ fee for submission of building plans to the City of Los Angeles for the construction permit on February 24, 1948. The appraiser valued the total land area at $128,000. On May 12, 1948, President Norman O. Houston reported on his contact with artists who are qualified to paint the murals in the new Home Office lobby. The committee approved authorization to architect Paul R. Williams to create a contract on a fixed fee basis with artists Hale Woodruff and Charles Alston. The committee also approved a motion to negotiate a contract with sculptor Richmond Barthe to make a bronze bust as a permanent memorial for Founder-President William Nickerson, Jr.

Board of Directors minutes 1947 March 3-1950 January 24
Scope and Contents
The Committee approved the three year rental lease of office space at 4263 South Central Avenue to the Los Angeles Branch of the National Association for the Advancement of Colored People (NAACP). On March 5, 1951 the Board approved personnel for membership on the following committees: Executive, Agency, Finance and Public Relations. On January 29, 1951 the Board reorganized its donations budget into the following sections: Life and Health Extension, General Welfare Contributions and Association Dues. The minutes record a list of organizations and donation amount by section.

Board of Directors minutes 1954 March 1-1958 January 1
Scope and Contents
At the Annual Membership Meeting on March 7, 1955, Secretary Edgar J. Johnson read a special report concerning President Norman O. Houston’s March 1954 auto accident caused by an intoxicated driver on the highway in Texas. The accident occurred during a business trip while Houston was driving back to Los Angeles. It demolished his vehicle and caused critical injuries to him and the other occupants of his car. During this meeting, the Board also appointed personnel to the following committees: Executive-Finance, Agency, Public Relations, Cost Control and Budget, Claims Policy and Relationship and Salary. At the April 23, 1957 meeting, the Board discussed the recent labor dispute, the termination of California agents and GSM’s agreement with the Insurance Workers of American AFL-CIO Union.
On October 27, 1959 the Board ratified the Agreement reached by the 1959 Negotiating Team with the IWIU, AFL-CIO. It was reported that the Agreement was ratified by the membership of the IWIU on October 21, 1959. At the January 26, 1960 meeting, it was reported that the Company received an award of excellence from the Life Advertisers Association for its "Historical Murals" booklet. The Board also discussed the lease or purchase of the IBM RAMAC (Random Access Method of Accounting and Control) and announced that Chairman Beavers had received the Carver Gold Award for his contributions to the field of Race Relations and Human Welfare. Ivan J. Houston was elected to the Board of Directors at the 35th Annual meeting on March 7, 1960.

At the January 22, 1963 meeting the Board approved Chairman Beavers' resolution that each Board Meeting shall include a statement concerning the offering of invocation or prayer based on its desire that this "... sacred practice be reflected in the recorded proceedings of our Board meetings and become a part of the written history of our Company." The Board paid tribute to President John F. Kennedy who was assassinated on November 22, 1963 and voted to close the Company office for business on November 25, the date of his funeral. Public Relations Manager William E. Pajaud attended the July 27, 1965 meeting to present drawings, layouts and plans for the GSM Art Collection in the Home Office lobby.

The Board passed a memorial resolution on July 26, 1966 to honor the life of A.J. "Kelly" Williams who began his career with the Company in 1933 at the Oakland District Office. The Executive Committee approved closing the Home Office and district offices on April 8 and 9, 1968 in memorial to Dr. Martin Luther King, Jr. Chairman Norman O. Houston was joined by the entire Board at the July 15, 1969 meeting to express appreciation to Mrs. Helen E. Batiste for her 44 years of outstanding service as an employee. The Board endorsed the "Crisis and Commitment" statement dated October 13, 1966 and signed by Dorothy Height, Bayard Rustin, Whitney M. Young, Hobson R. Reynolds, A. Philip Randolph, Roy Wilkins and Amos T. Hall. GSM Co-Founder George A. Beavers, Jr. resigned as Chairman of the Board effective as of the October 25, 1966 Board meeting.

The Board elected Verna A. Hickman to fill the position of Treasurer on July 27, 1970 with the title Vice-President-Secretary and Treasurer. Also at this meeting, Ernest Shell pointed out the urgency of preparing a history of the Company from 1925 to publication while information resources are available in personnel of long tenure. The Board carried Shell's corporate history motion that this publication be considered a priority item in the 1971 budget. Chairman Houston recommended that Mrs. Bertha B. Nickerson be nominated as a Director Emeritus at the Annual Meeting on March 1, 1971 and that an inscribed plaque be presented to her. The Chairman noted that Verna A. Hickman was celebrating her 45th anniversary with Golden State Mutual at the July 19, 1971 meeting. The Board passed a resolution and commendation for her loyal and dedicated service to Golden State Mutual since she began as a clerk-typist on July 1, 1926.

Corporate Secretary's file on the Board of Directors includes expense reports, meeting invitations, resolutions, correspondence, clippings and checklists. This file was maintained by two corporate secretaries: Verna A. Hickman and Amanda G. Lockett.

box 114, folder 4  
**GSM Board Members list 1925-1972**

Scope and Contents
Board of Directors membership lists are organized chronologically by fiscal year.

box 115, folder 1  
**Board of Directors minutes 1973 March 5-1976 October 25**

Scope and Content
At the close of the July 16, 1973 meeting President Houston reported that the 50th Anniversary activities will begin July 23, 1974 and run to July 23, 1975. The "Concept 50" program plans and the presentation of the trio concept were presented to the Board by Director of Public Relations William Pajaud. On October 22, 1973 the Board carried a motion to approve the following memberships for the Board of Directors of the Golden State Mutual Foundation: Ivan J. Houston, Ernest Shell, Larkin Teasley, Norman O. Houston, George A. Beavers, Jr., Edgar J. Johnson, Charles H. Matthews, Francis A. Kornegay, Verna A. Hickman, Byron Beverly, and Leonard M. Grimes, Jr. Chairman Norman O. Houston was absent from the March 1, 1976 meeting due to illness. Director Johnson brought to the Board's attention that this is the second time in the history of the Company that Chairman Houston has been absent from a Board meeting.

box 115, folder 2  
**Resolution for the Formation of an Investment Committee 1976**

Scope and Content
Materials include a copy of the resolution as originally adopted by the Executive Committee on December 9, 1970 and subsequently amended on August 4, 1976 and December 15, 1976.

box 115, folder 3  
**Board of Directors minutes 1977 March 7-1980 October 27**

Scope and Contents
The Board passed a resolution on March 7, 1977 that conferred upon Norman O. Houston the title of Honorary Chairman for life in honor of his service. It was reported at the July 25, 1977 Board meeting that the Company's Corporate History is "being brought to a close." On September 7, 1977 Vice President-Agency Director Stephen A. Johns reported to the Executive Committee that the Insurance Workers' International Union rejected the Company's final offer in negotiations and effective September 1, 1977, Golden State Mutual's California agents went on strike. The Executive Committee ratified and approved the action taken by Chairman Ivan J. Houston in his October 10, 1977 letter to Almena Lomax in which he enclosed a copy of the final GSM Corporate History manuscript and a check for $1,000, representing the balance due.

box 115, folder 4  
**Annual Meeting file 1968-1984**

Scope and Contents
This Annual Meeting file was kept by the following Corporate Secretaries: Verna A. Hickman, Amanda G. Lockett and William E. Pajaud. Materials include correspondence concerning Annual Meeting attendance, committee member appointments, Annual Meeting logistics, Board of Directors nominations lists, Order of Business records, Confirmation of Attendance records, Annual Meeting Notices, Directors Resolutions on Amendment of Articles, Restated Articles of Incorporation and Certificate of Amendment of Articles of Incorporation.

box 116, folder 1  
**Board of Directors file 1978-1989**

Scope and Contents
Materials include meeting notices, meeting agendas, Annual Meeting agendas, Action Program Control sheets, elected officers lists, nominations for Board of Directors, correspondence, copies of resolutions and Board Vice Chairman Ernest Shell's memorial program and obituary clipping from the Los Angeles Sentinel.
Annual Reports to the Board of Directors 1979-1982

Scope and Contents
William Pajaud's copies of four Annual Reports to the Board of Directors from Chairman of the Board and Chief Executive Officer Ivan J. Houston. These reports include an introductory letter from Ivan J. Houston, highlights for the fiscal year, a list of administrative and policy-making activities, a list of retirements and deaths, and reports, summaries and analyses related to income, policies, investment activity, sources of income, operations and personnel strength.

Board of Directors minutes 1981 March 2-1985 March 4

Scope and Content
The Executive Committee discussed the status of the Corporate History and the need for such a history on March 18, 1981. Chairman Ivan J. Houston announced at the June 3, 1981 Executive Meeting that he will go to Port Elizabeth, South Africa to speak to the National African Federated Chamber of Commerce. The Board adopted Edgar J. Johnson's memorial resolution in honor of Norman O. Houston's invaluable service and declared that this resolution "... be recorded in the official archives of this Corporation for the benefit of posterity." At the October 5, 1983 Executive Committee meeting, President Teasley reported that GSM had been approached regarding a possible merger with Winston Mutual Life Insurance Company of North Carolina. The committee carried a motion authorizing Mr. Teasley to further explore a possible merger and to obtain the latest copy of the insurance department examination report and a review of mortgage investments. On April 4, 1984, the Executive Committee discussed the sale of the Winston Mutual Home Office building in Winston-Salem and carried a motion to elect Winston Mutual Life President George E. Hill to the Golden State Mutual Life Board of Directors effective July 23, 1984.

Winston Mutual Life Insurance Company files 1983 December 31-1984 August 23

Scope and Contents
Materials concern the Winston Mutual - Golden State Mutual merger and include GSM Executive Committee minutes, Winston Mutual Board of Directors and Executive Committee minutes, correspondence from GSM President Larkin Teasley and GSM Chairman and CEO Ivan J. Houston to Winston Mutual President George E. Hill, a Report on Examination of the Winston Mutual Life Insurance Company, a progress report from Teasley to Houston, agreements of employment, merger task transmittal sheets and Winston Mutual overview of agency operations.

Executive Committee minutes 1984-1985

Scope and Contents
On July 23, 1984, the Board reported that there will be a luncheon to celebrate the Company's 59th Anniversary. Director Grimes suggested that a resolution be prepared and submitted to Congress on the Company's 59th Anniversary to be read into the congressional record. At the Executive Committee meeting on February 20, 1985, it was reported that the following officers of Golden State Mutual were re-elected to the Winston Mutual Life Insurance Company of North Carolina Board of Directors: Ivan J. Houston, Larkin Teasley, Charles L. James, Verdun Arnaud, Frank Summerfield, Elroy Bond and William E. Pajaud. The Board of Directors received 60th Anniversary mementos on July 22, 1985.
Chairman Houston reported at the March 20, 1985 Executive Committee meeting that plans are underway to celebrate the Company’s 60th Anniversary on July 21, 1985 at the Home Office Auditorium in the form of a reception and a review of the Company’s art collection. Mayor Tom Bradley will serve as the Honorary Chairman and Councilman Gilbert Lindsay, the General Chairman. On May 8, 1985, the Executive Committee unanimously carried a motion to adopt a resolution on the Reinsurance and Assumption Agreement by and between GSM and Winston Mutual Life. Director Helen E. Batiste was absent at the October 30, 1989 due to illness and in lieu of an invocation, a moment of silent prayer was observed in memory of Co-Founder and Director Emeritus George A. Beavers, Jr. who passed on October 12, 1989.

The Executive Committee carried a motion on August 13, 1986 to adopt a memorial resolution in honor of Mrs. Lola Beavers, wife of Co-Founder George A. Beavers, Jr. The Board of Directors held a special conference on October 26, 1986 at the Hyatt Hotel Wilshire where they discussed the Company’s image, advertising, the status of black business and the loyalty of the black community. At the Board of Directors meeting on March 7, 1988, Chairman Houston presented a report in which he explained that 1987 was not a good year financially for the Company, its market had changed dramatically and that 1988 will be a critical year in the Company’s history.

During the October 17, 1990 meeting, the Executive Committee resolved that Ivan J. Houston’s retirement be effective December 31, 1990 and that Larkin Teasley be elected and appointed to the Office of President and Chief Executive Officer, effective January 1, 1991.

At the October 17, 1990 Executive Committee meeting, President Teasley presented a resolution regarding Ivan J. Houston’s retirement as GSM Chief Executive Officer. Houston was elected Chairman and C.E.O. on March 5, 1990, announced his intention to retire on December 31, 1990 and agreed to continue service as Chairman of the Board and the Executive Committee and as a Company consultant in order to perform actuarial duties as designated by the Board and the C.E.O. During the September 11, 1991 meeting, Senior Vice President George E. Hill announced that an inventory has begun on the Company’s art collection. The Executive Committee carried President Teasley’s motion to promote Isaac Snowden to the position of Director of Data Processing, effective January 1, 1993.

Materials include minutes and Notices of Security Transactions.

Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434

Board of Directors minutes 1990 March 5-1995 October 30

Scope and Content
The Executive Committee met on January 11, 1990 and announced the passing of retired Assistant Vice President Mr. Mercer Z. Ray on January 6th, that Board member Helen E. Batiste is still in the hospital recuperating from brain surgery and that retired Vice President-Secretary Verna A. Hickman is also still recuperating.

At the February 1990 Board meeting, congratulations were extended to Corporate Secretary Gloria A. McDowell for her appearance in the January issue of Ebony magazine as among the "100 Best and Brightest Black Women in Corporate America." Congratulations were also extended to Chairman Houston and Director Kilgore on the UCLA Library publishing their oral histories. At the end of the meeting, Chairman Houston presented his report to the Board which highlighted 1989 as a significant turnaround year for the Company. Houston ended his report remembering Verna A. Hickman and George A. Beavers, Jr.

Executive Committee minutes 1990-1991

Scope and Contents
Chairman Houston reported on the Company's favorable progress for the year ending December 31, 1990 and expressed his appreciation to the Board for its support for his 21 years of service as Chief Executive Officer. The Board unanimously adopted a resolution of appreciation for Houston's leadership and dedication as C.E.O.

Executive Committee minutes 1993-1996

Scope and Contents
During the December 18, 1996 Executive Committee meeting, Chairman Teasley reported that the Company insured the Watts Health Foundation employees for group life, group long-term disability and group accidental death and dismemberment. The Board adopted a memorial resolution on July 31, 1995 to honor the life of Norman O. Houston's wife Edythe A. Houston. Edythe A. Houston supported her husband's development of GSM, she was a member of the Los Angeles Chapter of the Links, she fundraised for the Children's Home Society and she helped bring the Ebony Fashion Fair to Los Angeles.

Board member and officer lists 1993-1996

Scope and Contents
Materials include lists of Board members and officers as well as Board member seating charts and addresses.

Board of Directors minutes 1999

Scope and Contents
The Board briefly discussed the preservation of the Company's History during a Special Meeting on January 11, 1999. The April 26, 1999 meeting began with a moment of silence in memory of Director Emeritus Leonard M. Grimes who passed on April 22, 1999. Grimes was an employee for 29 years and served as a member of the Board of Directors for 12 years. Chairman Ivan J. Houston reported action taken in the executive session to approve development of a conversion plan to convert GSM from a mutual company to a stock company as proposed by C.E.O. Larkin Teasley.
Board of Directors minutes 1996 January 22-2003 October 27

Scope and Contents
Director Edgar J. Johnson began the July 29, 1996 meeting by informing the Board of the passing of Della Williams, co-founder of the Wilfandel Club, wife of the late architect Paul R. Williams and mother-in-law of Director Elbert T. Hudson. The Board carried a motion to draft a memorial resolution and submit it to her family. The Board adopted the April 28, 1997 memorial resolution for George Edward Hill, former President of Winston Mutual Life Insurance Company. When Winston Mutual merged with Golden State Mutual in 1984, Hill became a member of GSM's Board of Directors and served as Senior Vice President, Chairman of the GSM Community Relations Committee, President of the GSM Securities Corp. and as a member of the Executive and Investment Committees of the Board.

During the January 11, 1999 Invocation by Ivan J. Houston, the Board observed a moment of silence in memory of Director Emeritus Helen E. Batiste who passed on December 24, 1998. Helen E. Batiste was the first clerical employee of the Company in 1925 and served in numerous management positions until her retirement in 1969.

During the January 19, 2000 Executive Committee meeting, Larkin Teasley reported on the GSM vs. Issac Snowden case. Snowden and his daughter were arrested in Oakland, transported to Los Angeles and have since made bail.

At the July 24, 2000 meeting, Larkin Teasley reported on the opening of the Company's 75th Anniversary Time Capsule and the material that was in the Corner Stone. These minutes include a list of the items that will be placed in the next Time Capsule to be opened in the next 50 years.

At the April 30, 2001 meeting, the Board adopted a resolution memorializing Director Emeritus Edgar J. Johnson who passed on March 21, 2001. Edgar J. Johnson was recruited by William Nickerson, Jr. in March of 1925 to enroll charter members for the Golden State Guarantee Fund Insurance Company. Johnson served and helped build the Company for 73 years. During this meeting, the President and Chief Executive Officer presented a progress report on the Company's Demutualization (Conversion). Ivan J. Houston retired March 5, 2001 as Chairman of the Board and Larkin Teasley was elected the new Chairman.

Executive Committee minutes 2003

Scope and Contents
Materials include discussions of demutualization, financial reports, revised Investment Policy Statement, Chief Executive Officer Reports and a resolution granting authority to sell and assign securities. On May 2, 2003 Larkin Teasley met with Insurance Commissioner John Garamendi to discuss how GSM may accomplish the demutualization process. The Board also discussed the survival of GSM without demutualization during the July 28, 2003 meeting. The Board concluded that the infusion of capital is necessary for GSM's growth and survival. Some suggestions for obtaining capital included selling Certificates of Contribution and selling the Home Office Building.

Investment Committee minutes 1997-2003

Scope and Content
Materials include minutes, Notices of Security Transactions, Mortgage Loan Delinquency Reports, Loan Summaries and Planning and Control Reports regarding investment income.

Investment Committee minutes 2000-2005

Scope and Content
Materials include minutes and Notices of Security Transactions.
Executive Committee minutes 2004-2005

Scope and Content
At the November 17, 2004 meeting, Chairman Larkin Teasley reported that he had spoken to Sotheby's regarding the sale of the Company's Art Collection. Sotheby's was interested in selecting certain items for auction. Teasley explained the Company's strategy to secure a single broker for the entire collection. Sotheby's suggested Swann Galleries of New York and Teasley arranged for a representative to view the Art Collection in February. The Chief Executive's Report of July 26, 2004 reiterates the "Capital, Capital, Capital is the name of the game" theme and emphasizes the prioritization of the sale of Company owned real estate followed by Demutualization. The February 2005 minutes include copies of the Company's Bylaws.

Processing Information
This folder also includes the following minutes: Board and Organizational.

Executive Committee minutes 2005

Processing Information
This folder also includes Board minutes.

Scope and Content
Materials include minutes, meeting agendas, Annual Report to the Board and copies of resolutions. The June 15, 2005 meeting included a resolution for the sale of company owned property located at 1999 West Adams Boulevard, Los Angeles, California for an all cash purchase price of $7,070,000.00.

Board of Directors minutes 2004 March 1-2007 December 21

Scope and Content
At the March 4, 2004 meeting, the Board discussed the sale of Company property in order to move forward with its plans for growth. Chairman Teasley proposed that the Company sell its Home Office in Los Angeles and the following District Offices: Los Angeles, Oakland, Houston and Winston-Salem. On July 26, 2004, Chairman Teasley announced that Escrow had opened for the sale of the Oakland office with a purchase price of $1.7 million.

During the October 20, 2004 Executive Committee meeting, Mr. Teasley announced that the Home Office building was for sale via the Internet. He added that the Company had received three offers, each for $7,000,000.

Director Ivan J. Houston gave the Invocation for the March 7, 2005 meeting and then requested a moment of silence in memory of Director Norman B. Houston who passed January 13, 2005. Norman B. Houston was employed with GSM from 1948-1970 and served on the Board of Directors for 48 years.

At the December 20, 2006 Full Committee meeting, Director Ivan J. Houston announced his retirement from the Board of Directors effective December 31, 2006. The Board announced its agreement with Swann Galleries of New York to sell a portion of the GSM Art Collection. The pieces selected would be sold on consignment with a 7.5% commission to Swann.

On December 21, 2007, Chairman Teasley presented his 2008 Work Plans which included approaching the African American Art Museum about interest in purchasing the murals and the preparation of a Comprehensive Disaster Recovery Plan.

Investment Committee minutes 2005-2009

Scope and Content
Materials also include Notices of Security Transactions, Loan Summaries and Mortgage Loan Delinquent Reports.
Annual Statements 1925-2009

Scope and Content
The Annual Statements series includes Golden State Mutual Annual Statements to the Insurance Department of the State of California, Texas, Illinois and Michigan. Materials also include Annual Statements collected by GSM from the following companies: North Carolina Mutual, Chicago Metropolitan Mutual Assurance, United Insurance, North American Reassurance, Winston Mutual Life Insurance and Erieview Life Insurance.

Golden State Mutual, California 1925-2009

box 126  Annual Statements 1925-1936
box 127  Annual Statements 1937-1941
box 128  Annual Statements 1942-1949
box 129  Annual Statements 1949-1955
box 130  Annual Statements 1956-1969
box 131  Annual Statements 1956-1969
  Processing Information
  These statements include the same information as those in Box 130. The only difference is that these are a smaller format.

box 132  Annual Statements 1970-1979
box 133  Annual Statements 1970-1979
  Processing Information
  These statements include the same information as those in Box 132. The only difference is that these are a smaller format.

box 134  Annual Statements 1980-1989
box 135  Annual Statements 1990-1999
box 136  Annual Statements 2000-2008
box 137  Annual Statements 2005-2009
  Scope and Contents
  These materials include quarterly statements to the Insurance Department of the State of California.

Golden State Mutual, Texas 1930-1951

box 138  Annual Statements 1930-1951

Golden State Mutual, Illinois 1937-1944

box 139  Annual Statements 1937-1944

Golden State Mutual, Michigan 1964

box 139  Annual Statement 1964


Chicago Metropolitan Mutual Assurance Company 1971
Annual Statements 1925-2009
Chicago Metropolitan Mutual Assurance Company 1971

box 140  Annual Statement 1971

United Insurance Company of America 1979

box 140  Annual Statement 1979

North American Reassurance Company 1979

box 140  Annual Statement 1979

Winston Mutual Life Insurance Company 1983-1984

box 140  Annual Statements 1983-1984

Erieview Life Insurance Company 1985

box 140  Annual Statement 1985

Financial Records 1925-2001
Scope and Contents
The Financial Records series includes ledgers, registers, receipts, reports, reserve valuations, reports of examination, Golden State Minority Foundation statements and taxes and the Ike Snowden audit files.


box 141  Ledgers 1925-1935
Scope and Contents
Materials include four ledgers.

box 142  Ledgers 1925-1930
Scope and Contents
Materials include three ledgers.

box 143  Ledgers 1927
Scope and Contents
Materials include two ledgers, one of which is labeled "NOI Home Office Division."

box 144  Ledger 1928-1935
box 146  Ledger 1937-1940
box 147  Ledger 1938
box 148  Ledger 1939
box 149  Ledger 1940-1946
box 150  Ledger 1941-1942
box 151-153  Ledger 1943-1944
box 154  Ledger 1945
box 155  Ledger 1947
box 156  Ledger 1948
box 157  Ledgers 1948, 1948-1951
Scope and Contents
Materials include two general ledgers.

Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434
Financial Records 1925-2001

box 158  Ledgers 1949
Scope and Contents
Materials include one General and one Subsidiary ledger.

box 159  Ledger 1949
box 160  Ledgers 1949, 1954, 1958
Scope and Contents
Materials include three general ledgers.

box 161  Ledger 1950
box 162  Ledger 1952
box 163  Ledger 1952-1953
box 164  Ledger 1955
Scope and Content
Materials include one Policy Loan Listing ledger.

box 165  Ledger 1955
box 166  Ledger 1956
box 167  Ledger 1957
Scope and Contents
Materials include one combination Home Office and District Office general ledger.

box 168  Ledger 1961
box 169  Ledger 1962
box 170  Ledger 1965
box 171  Ledger 1965
box 172  Ledger 1965 April-May
box 173-174  Ledger 1965 October-December
box 175  Ledger 1966
box 176  Ledger 1970
Scope and Contents
Materials include one general ledger transaction journal.

box 177-178  Ledger 1974


box 179, folder 1  Disbursement voucher and check register 1925
box 179, folder 2  Charter membership applications 1925
box 179, folder 3  Deposit records and premium receipts 1925
box 179, folder 4  Deposits, withdrawals and stock and bond purchases 1925-1947
box 179, folder 5  Statistical tables 1933 December 31
box 179, folder 6  Quarterly reports 1934-1950
box 179, folder 7  Agent’s commission and payment account 1955-1956
box 179, folder 8  Appraisal report 1958 December 31
Scope and Content
Materials include an appraisal report for the Home Office and Central Branch Office.

Reserve valuations 1932, 1938-1947, 1965

box 180, folder 1  Reserve valuations 1932, 1938-1939
box 180, folder 2  Reserve valuations 1940-1941
box 180, folder 3  Reserve valuations 1942
box 180, folder 4  Reserve valuations 1943
Golden State Mutual Life
Insurance Company records,
1909-2009 LSC.1434

Financial Records 1925-2001
Reserve valuations 1932, 1938-1947, 1965

<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
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<td>181</td>
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<td>182</td>
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<td>Reserve valuations 1965</td>
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<tr>
<td>183</td>
<td>1</td>
<td>Report of Examination 1943 December 31-1947 November 30</td>
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<tr>
<td>183</td>
<td>2</td>
<td>Report of Examination 1947 November 30</td>
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<td>183</td>
<td>3</td>
<td>Report of Examination 1950 December 31</td>
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<td>183</td>
<td>4</td>
<td>Report of Examination 1951 June 30</td>
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<td>183</td>
<td>5</td>
<td>Report of Examination 1953 December 31</td>
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<td>183</td>
<td>6</td>
<td>Report of Examination 1957 December 31</td>
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<td>183</td>
<td>7</td>
<td>Report of Examination 1961 September 30</td>
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<td>183</td>
<td>8</td>
<td>Report of Examination 1964 December 31</td>
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<td>183</td>
<td>9</td>
<td>Report of Examination 1971 December 31</td>
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<td>184</td>
<td>1</td>
<td>GSMF Articles of Incorporation and By-Laws 1975</td>
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<td>184</td>
<td>2</td>
<td>GSMF statements and taxes circa 1970s</td>
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<td>184</td>
<td>3</td>
<td>GSMF statements and taxes circa 1970s-1980s</td>
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<td>GSMF statements and taxes 1980s-1990s</td>
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<td>5</td>
<td>GSMF booklets 2001</td>
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<td>185</td>
<td>1</td>
<td>Premium income journal test 1993, 1999</td>
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<td>Cash receipts test audit 1996</td>
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<td>185</td>
<td>5</td>
<td>Audit and financial statements 1998</td>
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<td>Ike information 1998-1999</td>
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<tr>
<td>185</td>
<td></td>
<td>Scope and Content</td>
</tr>
</tbody>
</table>

Golden State Minority Foundation circa 1970s-2001

Biography/History

The Golden State Minority Foundation (GSMF) was founded by African American business and educational leaders in 1974 on the 50th Anniversary of Golden State Mutual Life Insurance Company to assist financially disadvantaged minority students in achieving a quality education. This public foundation was led by Ernest Shell who retired as Senior Vice President and Agency Director of GSM in 1974.


Scope and Content

The Correspondence series includes letters from William Nickerson, Jr., Norman O. Houston, George A. Beavers, Jr., the California Insurance Commissioner, Edgar J. Johnson, Walter A. Gordon, Ralph Bunche, Ivan J. Houston and The Black Agenda, Inc.
Nickerson and Houston correspondence 1924-1926
Scope and Contents
Correspondence includes letters from President William Nickerson, Jr. concerning the notice of receipt of Articles of Incorporation and necessity of by-laws adoption, change in insurance laws, increased activity to beat the deadline caused by the new legislation, Board members helping the Agency Department produce business and reasons for Guarantee Fund name. Materials also include letters from Norman O. Houston to William Nickerson, Jr. concerning the importance of the formation of a black owned insurance company to serve the black community and a letter of support from Mrs. Parker who represented the Charter members on the Dedication Program.

William Nickerson, Jr. correspondence 1925
Scope and Contents
Materials include correspondence between William Nickerson, Jr. and the California Insurance Commissioner and lists of applicants for health and accident policies under the Golden State Guarantee Fund Insurance Company.

Insurance Department correspondence 1925-1926
Scope and Contents

GSM correspondence 1925-1926
Scope and Contents
Correspondence includes letters from the California Eagle, American Mutual Benefit Association and the Golden State Executive Committee concerning the Claims Adjuster position opening. Includes letter of gratitude from Clara Miller of the Young Women's Christian Association concerning the Company's financial assistance for Juanita Ellsworth to attend the National Student Conference. Ellsworth later married civil rights attorney Loren Miller and achieved distinction in the Social Service field.

Home Office correspondence 1926-1931
Scope and Contents
Includes correspondence from Director of Agencies George A. Beavers, Jr. and Edgar J. Johnson concerning the Oakland office operations and letters from Beavers to Secretary-Treasurer Norman O. Houston and Houston to President Nickerson.

Leroy A. Beavers matter correspondence 1928-1941
Scope and Contents
Materials include letters concerning Leroy A. Beavers' employment with the Company, indebtedness and failure to report shortages. Also includes receipts.

Insurance Commissioner correspondence 1930-1936
Scope and Contents
Correspondence between Secretary-Treasurer Norman O. Houston and the California State Insurance Commissioner.

Walter A. Gordon correspondence 1933-1941
Scope and Contents
Materials include correspondence between Attorney Walter A. Gordon and GSM President Nickerson and Secretary-Treasurer Houston.
box 186, folder 9  
**Insurance Commissioner correspondence 1935-1938**

**Scope and Contents**
Materials include correspondence between Secretary-Treasurer Norman O. Houston and the California State Insurance Commissioner.

box 187  
**William Nickerson, Jr. correspondence 1925 July 23**

**Processing Information**
These documents are framed and were previously displayed at the GSM Home Office. The documents were not removed from the frame.

**Scope and Contents**
Materials include letters to William Nickerson, Jr. from the California State Department of Insurance concerning the Certificate of Authority issued to the Golden State Guarantee Fund Insurance Company and from the California State Corporation Department concerning the Company's permit to sell and issue securities. Materials also include the receipt issued by the Office of Insurance Commissioner, State of California for $70.00 on account of statutory fees and the $70.00 check made out to the Pacific Southwest Trust and Savings Bank for a cashier's check to pay the aforementioned fees.

box 188, folder 1-2

box 188, folder 3  
**California Insurance Commissioner correspondence 1937-1940**

box 188, folder 4  
**Legal Department correspondence 1939-1941**

box 188, folder 5  
**Illinois Unemployment Compensation Act correspondence 1940**

box 188, folder 6  
**William Feinblum correspondence 1941**

box 188, folder 7  
**National Negro Business League correspondence 1944-1954**

box 188, folder 8  
**Alma Frances Heard correspondence 1948 November**

box 188, folder 9-10

box 188, folder 11  
**Chicago Division 201 correspondence 1950**

box 188, folder 12  
**Insurance Commissioner correspondence 1951-1967**

box 188, folder 13

box 189, folder 1  
**Toscanini Baton correspondence 1961**

box 189, folder 12  
**Home Office burglary correspondence 1962-1963**

box 189, folder 13  
**Julia Mescudi's John Payton correspondence 1962**

box 189, folder 1  
**Widow Continuum Trust correspondence 1975**

box 189, folder 2  
**Ivan J. Houston letter to Stevie Wonder 1976 July 14**

**Scope and Contents**
Letter of gratitude to Stevie Wonder for his thoughtfulness concerning the care of GSM employee Janice Christopher after her husband's death. This letter includes a copy translated into Braille.

box 189, folder 3-4

box 189, folder 5

box 189, folder 6  
**General Counsel James R. DeBose correspondence 1991-1992**

**Scope and Contents**
Correspondence also includes work flow samples.

box 189, folder 5  
**State of Nevada correspondence 1996-1999**

**Scope and Content**
Letter from the Nevada Division of Health Care Financing and Policy, a copy of the GSM By-Laws and an unlabeled floppy disc.

box 189, folder 6  
**Black Agenda Inc. correspondence 2000**

**Scope and Contents**
Correspondence from The Black Agenda, Inc. includes a blank membership card.
Anniversary Plans 1972-1975, 2000, 2005

**Scope and Content**
This series includes reports, agreements, manuals and the following types of plans: GSM anniversary, business, disaster, information systems, long range, *The Man With the Golden Pen* and Transportation Management.

**Anniversary Plans 1972-1975, 2000, 2005**
- box 190, folder 1: 50th Anniversary Committee 1972-1974
- box 190, folder 2: GSM 50 Administrative 1974-1975
- box 190, folder 3: 50th Anniversary 1974
- box 190, folder 4: GSM 50th Southern California 1974
- box 190, folder 5: GSM 50th Houston 1974
- box 190, folder 6: GSM 50th Northern California 1974
- box 190, folder 7: GSM 50th Chicago 1974
- box 190, folder 8: GSM 50th North Texas 1974
- box 190, folder 9: GSM 50th Detroit 1974
- box 190, folder 10: 50th Celebration 1975 July 23
- box 190, folder 11: Queen Mary Banquet 1975
- box 191, folder 1: Concept 50 1972-1975
- box 191, folder 4: 80th Anniversary Dinner Celebration 2005
- box 191, folder 5: GSM Business Plan 2002 March

**Business Plan 2002**
- box 191, folder 6: GSM Business Plan 2002 March

**Disaster Plan 2008**
- box 191, folder 6: GSM Disaster Recovery Plan 2008

**Information Systems Plan 1981**
- box 191, folder 7-9: Information Systems Plan 1981

- box 192, folder 1: Cost Study for Long Range Planning 1965 September 15
- box 192, folder 3: GSM’s Long Range Plan 1967 October
- box 192, folder 5-6: Long Range Plan Book II B 1978
- box 192, folder 7: GSM Long Range Plan May 1979 1978 April

Golden State Mutual Life Insurance Company records, 1909-2009 LSC.1434
The Man with the Golden Pen Plans 1967

Scope and Content
Materials include two The Man with the Golden Pen Plans and Results Books. These books were issued to all field forces with an introductory letter from Senior Vice President and Agency Director Ernest Shell to "plan your work and work your plans." Each book includes work space to record business and self development plans and goals and enables the measurement of progress toward accomplishment.


Scope and Content
Materials include a service confirmation letter from Pinkerton's National Detective Agency concerning a vault theft at the GSM Home Office and theft report transcripts from the following employees: Helen E. Hodge, Barbara Pitts, Amanda Lockett, Anna Rosa Beverly, Helen Blaine, Mary Holmes, Samuel Sockwell, John Prowd and Mr. Leroy Jennings, Contractor for Office Cleaning. Materials also include handwritten theft reports from Assistant to the Controller Helen E. Hodge.


Scope and Content
Materials include a service confirmation letter from Pinkerton's National Detective Agency concerning a vault theft at the GSM Home Office and theft report transcripts from the following employees: Helen E. Hodge, Barbara Pitts, Amanda Lockett, Anna Rosa Beverly, Helen Blaine, Mary Holmes, Samuel Sockwell, John Prowd and Mr. Leroy Jennings, Contractor for Office Cleaning. Materials also include handwritten theft reports from Assistant to the Controller Helen E. Hodge.


Scope and Content
Materials include Agreements between GSM and the Insurance Workers International Union.
Materials include three manuals used by GSM agents. Each manual contains rates covering the Ordinary, Monthly Life, Industrial, and Health and Accident Departments. Materials also include a staff survey.

Policy Specimens and Certificates of Contribution and Advancement 1909-1999

This series includes one hundred years of insurance policy specimens and samples of GSM Certificates of Contribution and Certificates of Advancement.
Box 197: Bulk is GSM policy specimens but also includes three files of specimens collected by William Nickerson, Jr., and one file by his son Victor Albert Nickerson, which includes the American Mutual Benefit Association Ritual and Revised Constitution as well as his own life insurance policy which lists his mother, Bertha B. Nickerson as beneficiary. Victor Nickerson worked for GSM's field auditing department but left the Company in 1957 to go into business for himself as a real estate broker, appraiser and loan correspondent for GSM. Also included is one file of Winston Mutual policy specimens. Items are dated 1909 to 1961.

Box 198: Materials include GSM Accident and Health Department policy specimens and samples from The Mutual Benefit Life Insurance Company of New Jersey, Federal Casualty Company of Michigan and Mutual Benefit Health and Accident Association of Omaha. Items are dated 1925 to 1961.

Box 199: Materials include one book of GSM Accident and Health Department policy specimens with annotations that indicate form numbers, discontinued dates, policy names and states covered. Items are dated 1926, 1934-1954.

Box 200: Materials include one book of GSM policy specimens with annotations that indicate form numbers, discontinued dates, policy names and states covered. This book is divided into the following sections: Monthly Industrial, Funeral Benefit, Juvenile, Weekly and Ordinary. Items are dated 1932 to 1959.

Box 201: Materials include GSM policy specimens dated 1938 to 1972.

Box 202: Materials include GSM policy specimens and samples of life insurance applications and policy envelopes, dated 1952 to 1999.

Box 203: Three Policy Specimen Books contain copies of all available policies issued by Golden State Mutual since 1925. The issue year and the discontinued year are shown for all policies no longer issued. Only the issue year is shown for currently issued policies. This book was published in January 1969.

Box 204: Two Policy Specimen Books contain copies of all available Life Policies issued by Golden State Mutual since 1925. The issue year and the discontinued year are shown for all policies no longer issued. Only the issue year is shown for currently issued policies. This book was published in May 1972.
Biography/History

During the Company’s formation, William Nickerson, Jr. sought actuarial advice from John H. Upton at his offices in Burbank. Nickerson explained that he wanted to form an old line legal reserve life insurance company but could not do it on the capital stock plan because it took too much money. They discussed raising money by subscription and Upton suggested using the term Contribution Certificates. There was no law in California for or against securities of this name. Nickerson thought the name “as good as any” and they decided upon the wording of the Contribution Certificates that night. “These Contribution Certificates were to be issued in denominations of $50,” wrote Nickerson. According to the Company’s definition, “A Certificate of Contribution is an instrument evidencing a contingent promise to repay the original contribution out of corporate earnings. They are not regarded as a commercially salable security.”

Norman O. Houston was responsible for selling the Certificates during the Company’s organization efforts. The Company sold Certificates of Contribution again in 1925, 1938, 1940 and 1970. Members of the Board of Directors, Officers, Employees and Policyowners living in the State of California were allowed to purchase Certificates of Contribution. The sale of Certificates of Contribution in 1970 boosted the Company’s surplus to more than $3 million for the first time in history.

Scope and Contents

In addition to Certificates of Contribution samples, the files include correspondence, applications to the California State Insurance Commissioner to offer and sell Certificates of Contribution and administrative procedures concerning the sales. The 1994 file includes correspondence with the California Department of Insurance and an amended application to issue Certificates of Contribution.
Certificates of Advancement 1933-1944, 1957

Biography/History
In order to receive its license to operate from the California Department of Insurance, William Nickerson, Jr., George Beavers, Jr. and Norman O. Houston, organizers of the Golden State Guarantee Fund Insurance Company, decided to sell Certificates of Advancement to meet the required $15,000 deposit with the state treasurer as a guarantee fund. Norman O. Houston sold Certificates of Advancement which promised liberal interest and gave the Company the right to redeem them whenever its surplus became sufficient. In 1938 the Company initiated its drive to convert its legal status from an assessment company to an old line legal reserve. The conversion meant that the Company had to deposit $250,000 in bonds with the state treasurer. The Golden State Board of Directors elected to employ the sale of Certificates of Advancement again to raise the required deposit.

Scope and Content
Box 205: Materials include correspondence with legal counsel, Walter A. Gordon, Certificate of Advancement Series "A" samples, telegraphs, Board of Directors minutes and resolutions and typed copies of the application to sell Certificates of Advancement. (1933-1939)

Box 206: Materials include two books of Certificates of Advancement Series "A" signed by two of the following: William Nickerson, Jr., Norman O. Houston, George A. Beavers, Jr. or Edgar J. Johnson. (1939-1944)

Box 207: Materials include two books of Certificates of Advancement and Contribution Series "B" signed by William Nickerson, Jr. and Norman O. Houston. (1941-1943)

Box 208: Materials include one book of Certificates of Advancement and Contribution Series "B" signed by two of the following: Norman O. Houston, George A. Beavers, Jr. or Edgar J. Johnson. (1941-1944)

Box 209: Materials include one book of Certificates of Advancement and Contribution Series "B" signed by two of the following: William Nickerson, Jr., Norman O. Houston, George A. Beavers, Jr. or Edgar J. Johnson and one book of Series "A" and Series "B" redemption lists. (1941-1944, 1957)
Advertising and Publicity Files 1923, 1928-2004, 2009

Scope and Content
Materials include scrapbooks, press clippings, calendars, Public Relations Division files, publications files, public relations specimens, posters, advertising files, and audiovisual materials.

Biography/History
Verna A. Hickman began building Golden State Mutual’s public relations department when she was appointed Public Relations Supervisor in 1944. Under Hickman, policyholders became "policyowners" to emphasize the mutual ownership of the Company and the GSM agent was first referred to as "The Man with the Golden Pen."

Additionally, copies of the calendar had increased from 7,000 in 1926 to an average printing of 175,000 and the 1961 calendar which features a photo of black, white and Asian children at play won the Life Advertisers Association Award of Excellence and was included in the Harvard Business Review as a model of interracial advertising. The aforementioned calendar and the Harvard Review issue may be found in box 217. This image is also featured in GSM's Destination Tomorrow booklet located in box 218.

GSM also received recognition as the first U.S. corporation to use its initials in its logo. Its logotype of its first three initials on an oval seal was designed in 1951 by Saul Bass, a UCLA professor who became a world famous industrial designer. This logotype and the Company stationery won two first prizes at the 1954 Gilcrafter Letterhead Contest and the Lithographers National Association award in 1955.

Verna A. Hickman hired artist William E. Pajaud as Art Director in 1957. He designed advertisements, produced and distributed the Company’s publications and curated its Afro-American Art Collection. After a few years, Pajaud was promoted to Public Relations and Advertising Manager and then Director of Public Relations, Advertising, Sales Promotion and Corporate Secretary. Pajaud served GSM for thirty years until his retirement in 1987.


box 210-211

Ads, News Releases Scrapbooks 1930-1939
Processing Information
The covers of this scrapbook are detached and its pages are brittle and may break when touched.
Scope and Contents
Box 210: Materials include advertisements and press clippings that document the Company's first ten years.
Box 211: Materials include advertisements, ephemera and press clippings which profile GSM as the host of the National Negro Insurance Association Convention in Los Angeles. (1937-1939)

box 212, folder 1

Company and Individuals Publicity Scrapbook 1940
Scope and Contents
Press clippings include articles on Board of Education member Fay E. Allen's charges of racial discrimination in teacher appointments, NAACP drives, the pool opening at the Val Verde County Park, a birthday party for Golden State's cashier Helen E. Hodge, the Company's sole female officer, and the death of William Nickerson, Sr.

Processing Information
Scrapbooks are water damaged. Covers are detached. Materials are falling off of brittle pages. Please handle carefully.

Scope and Contents
Box 212: Scrapbook includes advertisements, press clippings and a Golden State News Bulletin article on the recordkeeping skills of Mrs. Helen E. Hodge who was called as a state witness to verify statements about the organization. (1940-1941)
Box 213: Three scrapbooks include advertisements, press clippings, William Nickerson, Jr. funeral programs and ephemera such as matchbooks and birthday cards. (1943-1945)
Box 214: Scrapbook includes advertisements, news releases, programs and bulletins. (1947-1949)
Box 215: Scrapbook includes advertisements, news releases, souvenir church, concert and theater programs and a full color GSM "In God Is Our Trust" poster in honor of its Los Angeles District employees “Who Answered Our Country's Call to the Colors.” (1949-1950)


Processing Information
Box 216: The pages of the large scrapbook with the black cover are brittle and materials easily detach from pages.
Box 217: This scrapbook is water damaged. Plastic sheet protectors were left in place to keep the materials from falling out of the book.

Scope and Contents
Box 216: Materials include three Public Relations scrapbooks which contain press clippings concerning the Chamber of Commerce presentation of a 25th Anniversary GSM plaque to President Houston and Chairman Beavers, Home Office Opening commemorative key chain, National Association of Colored Women Incorporated Song Book, Open House Tour Guide Manual and ephemera such as posters, flyers, business card calendars and holiday cards. (1949-1952)
Box 217: Scrapbook includes copies of the Company's 1961 calendar and Harvard Business Review reprints that reference the calendar images. The bulk of the scrapbook is press clippings from Black newspapers and magazines regarding GSM employees, Directors, Home Office and District Offices. (1960-1962)
Public Relations Scrapbooks circa 1961-1962

Processing Information

Scrapbook in folder 2 has some water damage. Plastic sheet protectors were not removed because materials are detached from pages.

Scope and Content

Folder 1: Scrapbook includes promotional materials for GSM Sales Conferences and All Year Awards such as posters, a 7" record narrated by Vice President A.J. Kelly Williams for the 1961 Mexico City Sales Conference, programs, pamphlets, a souvenir kit and Mexico City incentive postcards from President Norman O. Houston.

Folder 2: Scrapbook includes a Home Office post card, a murals Christmas card created by the GSM print shop, Junior Sunday School Lessons booklet, calendars, Historical Murals booklet, Church program, “Destination: Tomorrow” education brochure and booklet, Nursery Bible Lessons booklet featuring GSM calendar photo, All Year Awards program, Complete the Picture pamphlets, Community Service flyer, Founder's Month flyers and pamphlets, correspondence from the Pacific Coast Tabernacle #1 of the Knights and Daughters of Tabor, Westminster Neighborhood Association “This Child is Growing up in Watts. How Will He Grow?” pamphlet, Home Office Christmas card, flyer for Twilight Concert featuring J.E. Edwards Gospel, Youth and Children’s Choirs of First A.M.E. Church, The Golden Chain of Thought leaflets, The Man With the Golden Pen stationery and Public Relations and Advertising Manager William E. Pajaud’s business card.

GSM Newspaper Clippings Scrapbook 1962-1963

Scope and Contents

Scrapbook includes articles which feature the following: Biddy Mason, Marion Anderson, Mary Ellen "Mammy" Pleasant, Sojourner Truth, Mary McLeod Bethune, Ernest Shell, Kelly Williams, Edgar J. Johnson, George A. Beavers, Jr., Norman B. Houston, Norman O. Houston, Byron Beverly, Leo Henderson, the National Insurance Association (NIA) meeting in Los Angeles, Helen E. Batiste, Verna A. Hickman, George A. Beavers, Jr.’s election as NIA President, U.S. Attorney General Robert F. Kennedy congratulating Beavers on his NIA presidency, William E. Pajaud, Lady Allan’s Home Office tour, Richard Nixon meeting with the Los Angeles Negro community, Mabel Cleveland, George A. Beavers, Jr. and L.A. Dodger Maury Wills, GSM underwriter Helen S. Love's City Council candidacy and the appointment of Ernest Shell, Willie Baxter and Alma Polk to the Detroit Commission on Community Relations.

Processing Information
Advertisements and press clippings are deteriorating and falling off of pages.

Scope and Contents
Scrapbooks are arranged chronologically and include advertisements and press clippings.

Box 220: Scrapbooks include articles on the following: Verna A. Hickman's progressive career, retirements of Norman O. Houston and Edgar J. Johnson, GSM's Negro Art Collection, presentation of 30 year service pins to Jack Jones and Lolette Davis, Bill Cosby's presentation of an autographed basketball to the Jordan High team captain at GSM's City Champions Victory Banquet, GSM and Ford Motor Company's $90,000,000 pact, Chicago District Office cashier Louise M. Bennett's retirement after 33 years of service, L.A. Eastside field representative Christine Frisby's retirement after 20 years of service, President Ivan J. Houston's membership in the Committee of 100, GSM Victory Banquet for title winning Verbum Dei High includes photo of Ivan J. Houston, Willie Davis, Randy Echols and Verbum Dei MVP Raymond Lewis, Westside District Office cashier LeVaughn Wallace receiving her 25 year pin from Ernest Shell and Home Office Director of Data Processing Amanda G. Lockett named assistant secretary. (1970-1975)

Box 221: Scrapbooks include articles on the following: Bertha B. Nickerson's death, M. Eve Williams and "The Lady with the Golden Pen," Black capitalism, GSM's pact with United Airlines, Golden State Minority Foundation's Medal of Excellence presentation to Secretary of Housing and Urban Development Samuel R. Pierce, Jr., the murder of GSM agent Warren Cassem, The Black Agenda, GSM's Home Office Marketing Administration Manager Bonita Dooley's presentation of a check to Amani Carille of the Friends of the William Grant Still Community Arts Center, GSM's $100 million contract with R.J. Reynolds Industries, Chairman Ivan J. Houston's address to the National African Federated Chamber of Congress, dedication of Norman O. Houston Park, Librarian Miriam Matthews, GSM's receipt of the Black Business Pioneer Award, Golden State Mutual Minority Foundation's presentation of Medal of Excellence to ABC newsman Max Robinson, GSM's involvement with Operation Santa Claus, artist Betye Saar, GSM's contract with McDonald's Corporation, Gladys Owens and her great-grandmother Biddy Mason and Dr. H. Claude Hudson, Mr. Civil Rights. (1972-1984)


Press clippings 1947-1984

Scope and Content
Files include GSM national press clippings and press releases generated by Verna A. Hickman for Information and Field Services.
Clippings are brittle and deteriorating. Some are loose and filed by publications while others are stapled, glued or pasted onto sheets of paper.

Scope and Contents

Box 222: Clippings and press releases include stories on the following: GSM's Home Office Opening with Lieutenant Governor Goodwin K. Knight, Norman O. Houston, the GSM Home Office printing press, William Nickerson, Jr. Gardens housing project, Los Angeles Chamber of Commerce honor of GSM's 25th birthday, German labor delegation tour of the Home Office, Verna A. Hickman and Byron Beverly receive GSM employee assembly honors, GSM Comptroller Helen E. Hodge marriage, National Negro Insurance Association meeting in Los Angeles, President Norman O. Houston's car accident and hospitalization, Girls' Day visitors from local high schools meet with GSM women, Founder's Month, GSM groundbreaking ceremonies, the GSM Murals conference and artists' tour of California, construction of Home Office building, brief history of William Nickerson, Jr., brief history of GSM, The Negro in California History murals unveiling, dedication of the William Nickerson, Jr. memorial bust, Miriam Matthews and Titus Alexander's murals research, and special GSM Women's Luncheon with remarks from Comptroller Helen E. Hodge and Board Member Bertha B. Nickerson. (1948-1967)

Box 223: Clippings include articles on the following: Ralph J. Bunche, the founding and development of GSM, Negro insurance companies and big business, Mme. C.J. Walker, Black insurance companies and Black capitalism, under-insured Black men, great Negroes in history, Titus Alexander bookplate presentation, the Negro in California, James Cleveland Owens Lucky Strike advertisement, the Wilfandel Club and a Los Angeles Public Library anti-prejudice art show. (1947-1971)

Box 224: Clippings and press releases include stories on the following: Chicago office's 16th anniversary, the opening of GSM's new West Side office located at 1 North Western Avenue in Chicago, Norman O. Houston's support for Georgiana Hardy's election to the Board of Education, GSM opening a Women's Army Corps and Air Force Recruiting station in its Home Office lobby, City Housing Authority Commissioner George A. Beavers, Jr. speaks out against opponents of public housing, GSM gains $8.5 million in life insurance in force, Toscanini Baton unveiling at the Home Office, the death of George A. Beavers, Sr., City Housing Authority's hearings on communist infiltration, Sentinel editor and publisher Leon H. Washington pickets Sentinel for what the Eagle called "anti-Negro thinking," Nickersonian affair at the Wilfandel Club, George Washington Carver national monument dedication, opening of Interracial Texas-American Insurance Company, Chicago office Supervising Cashier Louise Bennett, rioters attack Negro family in Trumball Park housing project, Booker T. Washington cigars, Home Economist and GSM Cafeteria Operator Theresa M. Boswell, GSM employee song contest and GSM's participation in the Los Angeles Board of Education's cooperative guidance workshop business program. (1950-1953)

Box 225: Clippings include articles on the following: Death of GSM Methods Analyst Martinez J. Hewlett, American Council on Human Rights "Integration - What Now?" discussion at the GSM auditorium, Mayor Norris Poulson's Negro History Week proclamation, Chicago Cubs short stop Ernie Banks joins GSM Dallas sales staff, GSM 42nd Anniversary celebration, GSM agent Larry Brown meets with L.A. Dodger Willie Crawford, GSM Vice President and Secretary Helen E. Batiste's election to its Board of Directors, President Edgar J. Johnson's 35 year service pin presentation to Genevieve Barnes of the policyowners services section, Los Angeles Lakers captain Elgin Baylor's visit to the Compton office and Compton field representative Mrs. Hazel Hail. (1954-1984)
Biography/History
Designed as public relations project, GSM printed its first calendar in 1926 with a press run of 7,000. In 1940 John Prowd produced the Company's first calendar four color calendar on its own presses. Before Verna Stratten Hickman left public relations for other GSM responsibilities, the calendar which Norman O. Houston noted was “much in demand as a kind of social statement” won national industry awards.

Scope and Contents
A 1953 calendar may be located with advertising and public relations specimens in box 235.
A 1959 calendar may be located with the publications collected by Edgar J. Johnson in box 288.

Scope and Content
Materials include Black history calendars produced by the following businesses: Miller High Life, North Carolina Mutual Life Insurance Company, McKey's Seafood House, Dewar's, Aetna Life and Casualty Company, Broadway Federal Savings and Loan, Angelus Funeral Home, Harris Brown Gallery and Coors.

Public Relations Division files 1935-1959

How to Communicate Ideas booklet 1935
Scope and Contents
This booklet contains Richard Borden's famous four-point formula for transplanting an idea from your head into someone else's.

Home Office Tour Guide book and maps 1948
Scope and Contents
Materials include script for tour, maps and tour guide job description.

New Home Office invites 1949
Scope and Contents
Invitations to visit the GSM new Home Office located on Adams Boulevard at Western Avenue, Los Angeles.

New Home Office booklet 1949
Scope and Contents
Booklet announcing the opening of GSM's new Home Office on Adams and Western in Los Angeles.
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| 228, folder 5 | GSM press releases 1949-1962  
Scope and Contents  
Press releases include Premium Income and Jobs, a GSM information sheet, GSM: From a One Room Office to $130,737,372 in Insurance, Murals on California History, Brief History of the Golden State Mutual Insurance Company, Historical Data, The Founding of Golden State Mutual, Service is the Key to Success, Golden State Mutual: Story of Enterprise and History: Golden State Mutual Life Insurance Company. |
| 228, folder 6 | 1950 "Quick" Silver Anniversary Objectives 1950  
Scope and Contents  
Booklet concerning GSM's Silver Anniversary Objectives Program. |
| 228, folder 7 | NNIA Publicity Plan 1950  
Scope and Contents  
GSM Publicity Plan for the National Negro Insurance Association (NNIA) 30th Annual Session in Los Angeles, California. |
| 228, folder 8 | The Secretary’s Who’s Who directories circa 1950s  
Scope and Contents  
Materials include three copies of this directory published by Underwood Corporation. Underwood designed these directories as handbooks for secretaries who serve "ranking executives and administrators of business and educational institutions and key agencies and organizations in the national community." Golden State Mutual's Mabel Cleveland, Secretary to President Norman O. Houston is featured. |
| 228, folder 9 | Advertising correspondence and ephemera 1954-1956  
Scope and Contents  
Materials include correspondence from Verna A. Hickman, Administrator Information and Field Services and Hospital Plan ephemera such as bookmarks, buttons, postcards, leaflets, mailers and matchbooks. |
| 228, folder 10 | Employee announcements and promotional brochures 1957-1959  
Scope and Contents  
Announcements from Verna A. Hickman concerning billing programs and Man With the Golden Pen brochures. |
| 228, folder 11 | H.O. press, ads and receipts 1959  
Scope and Contents  
Materials include copies of advertisements announcing GSM's Home Office Open House commemorating the Company's Thirty-Fourth Anniversary, receipts for supplies, a clipping of Kenneth Hahn's presentation of a resolution from the County Board of Supervisors and two copies of Jet magazine. |
| 229, folder 1-3 | Open House correspondence and press releases 1959  
Scope and Contents  
Materials include press releases from Verna A. Hickman, correspondence from Helen E. Batiste, Publicity Committee proposals, the Open House schedule and annotated file copies of a Company history which open with the following excerpt from Mary Webb's novel Precious Bane: "The past is only the present become invisible and mute; and because it is invisible and mute, its memoried glances and its murmurs are infinitely precious. We are to-morrow's past." |
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| box 229, folder 4 | Ads and releases 1960  
  **Scope and Contents**  
  Materials include advertisements from the Compton district office, What You Should Know About Your Incinerator release, GSM auditors image, new premium billing cycle leaflets, souvenir programs and flyers. |
| box 229, folder 5 | News releases 1964  
  **Scope and Contents**  
  News releases include George A. Beavers, Jr.'s "Business Challenge in an Integrated Society" and those which communicate organizational changes. |
| box 229, folder 6 | Black Vignettes Series leaflets 1969  
  **Biography/History**  
  Black Vignettes was a series of brief sketches of notable Black personalities produced by the Public Relations Division for use by field personnel as advertising literature and by schools and other community organizations as educational tools.  
  **Scope and Content**  
  Printed on colored cardstock, the series includes sketches on inventor Elijah McCoy, freedom fighter Denmark Vesey, Underground Railroad conductor Harriet Ross Tubman and singer Paul Robeson. Materials include two sets of leaflets and memos from the Public Relations Division concerning the announcement of the series. Black Vignettes sets may also be found in GSM Information Kits (Box 229, Folders 8-9). |
| box 229, folder 7 | Founder's Month campaign mailers 1970 October  
  **Scope and Contents**  
  Materials include mailer envelope and enclosures: "Can You Dig It? Diamonds in your own black yard!" Founder's Month letter from George A. Beavers, Jr. and Birth of Golden State Mutual Life As Seen By Edgar J. Johnson. |
| box 229, folder 8-9 | GSM Information Kits 1973-1974  
  **Scope and Contents**  
  Information Kits include the following materials: Afro American Art Collection booklet, Historical Murals booklet, Community Relations Report, The Golden Pen, Forty-Eighth Annual Report to Policyowners and Black Vignettes Series leaflets which feature images of Elijah McCoy, Harriet Ross Tubman, Paul Robeson and Denmark Vesey. |
| box 230, folder 1 | Public Relations binder 1975-1976  
  **Scope and Contents**  
  Materials include P.R. schedules, mailing lists and references. |
| box 230, folder 2 | GSM publication layout circa 1975  
  **Scope and Contents**  
  Materials include notes for page by page layout of images and text. |
| box 230, folder 3 | Flyers and press releases 1977  
  **Scope and Contents**  
  Flyers include the following: January Auto Issue: Your Key to Success!, Founder's Month, Now! New! $5,000 Underwriting Maximum on Funeral Insurance, GSM's Policyowner Service Month, A Crystal Ball Will NOT Help You Place Auto-Issues, Automatic Issue is a Right Now Write On Program Write On!!!!! and Here We Grow in 1977! Press releases concern executive-level management changes at GSM. |
box 230, folder 4  
**Correspondence and checklist 1981, 1983**  
**Scope and Contents**  
Materials include correspondence from Bill Pajaud regarding solicitation letter of Marvella Hayes and a checklist concerning Coliseum/Fair.

box 230, folder 5  
**United advertisement 1984**  
**Scope and Contents**  
Materials include two copies of a full color Ivan J. Houston ad for United Airlines.

box 230, folder 6  
**Correspondence 1984-1986**  
**Scope and Contents**  
Correspondence between Chairman and CEO Ivan J. Houston, Vice President, Secretary and Director of Public Relations William Pajaud and District Manager George Walker.

box 230, folder 7  
**GSM Information Kit 1985**  
**Scope and Contents**  
Information Kit includes the following materials: GSM fact sheet, A Brief History of Golden State Mutual, Life booklet, Bible verses bookmarks, GSM starburst logo envelope, A Brief History of the Founding and Development of Golden State Mutual Life booklet, 61st Annual Report, Group Insurance Firms and Organizations Serviced by GSM leaflet, Historical Murals booklet and Afro American Art Collection booklet.

box 230, folder 8  
**GSM 60th Year Information Kit folders 1985**  
**Scope and Contents**  
Two empty 60th Anniversary folders.

box 230, folder 9  
**Event flyers circa 2000s**  
**Scope and Contents**  
Materials include color flyers for the following office events: Easter Egg Hunt, Easter Egg Hunt Winners, Happy Birthday April, Black History Month Quiz and St. Patrick's Day.

box 230, folder 10  
**Black History report undated**  
**Scope and Contents**  
Materials include Black History report typescript with Bill Pajaud's writing on the front and back pages.

box 230, folder 11  
**Marketing Kits undated**  
**Scope and Contents**  
Materials include a letter to policyowners from President and CEO Larkin Teasley, a policy receipt form and change of address forms.

box 230, folder 12  
**"The Hand With the Golden Pen" speech undated**  
**Scope and Contents**  
Materials include a typed copy of a speech by J.G. Patton. Patton explains that because GSM has so many women agents, this title is more suitable than "The Man with the Golden Pen."

box 230, folder 13  
**Golden Moments in Black History flyer undated**  
**Scope and Contents**  
Flyer includes a black and white photo of the three GSM founders in 1941 as they receive a Certificate of Authority from Eugene Fay, Assistant Insurance Commissioner for the State of California Department of Insurance.
Public Relations presentation undated

Scope and Contents

Materials include one presentation binder with the following dividers: Education, loss of earning power, emergency, mortgage/rent, retirement, last expenses and income.


Monticellan yearbook 1923

Scope and Contents

Annotated copy of Jefferson High School yearbook that belonged to Edythe Pryce, who married Norman O. Houston in 1937. Edythe was the eldest daughter of GSM Board member, Dr. Pryce.

Cause and Control of the Business Cycle 1932

Scope and Contents


Negro Business magazine 1946 March

Scope and Contents

Issue of Negro Business with a page of "Useful Advertising Ideas."

New Jokes and Humorous Talks circa 1947

Scope and Contents

Materials include nine volumes from the National Reference Library in Cleveland, Ohio.

Shivers Directory 1948

Scope and Contents


Smith and Gaston Interest Home Office 25th Anniversary Souvenir Book: A Pictorial Display and Review of Negro Progress in Alabama

Talks 1948 October

Scope and Contents

Quarterly digest of addresses presented in the public interest by the Columbia Network.

Western Advertising magazine 1949 May

Scope and Contents

Includes an article on GSM's advertising entitled, "After 20 Years, Advertising Began," featuring historical perspective from Public Relations Administrator Verna A. Hickman.

New Era Testament 1950

Scope and Contents

This inscribed copy of New Era Testament for the New Age and the New Life was donated to the Company by Victor Nickerson.
box 231, folder 11  The Negro in Business program 1951
Scope and Contents
This U.S. Department of Commerce program includes George A. Beavers, Jr.'s initials and features a photo of Norman O. Houston, President of the National Negro Insurance Association.

box 231, folder 12  The Pilot magazine 1951
Scope and Contents
This National Negro Insurance Association (NNIA) quarterly publication features President Norman O. Houston on the cover and includes his address to the 31st Annual Session of the NNIA.

box 232, folder 1  Housing Authority handbooks and directories 1952-1965
Scope and Contents

box 232, folder 2  Periodicals 1953-1955
Scope and Contents
Periodicals include The Negro Traveler and Journal of Housing among others. All publications include GSM mentions, features and Public Relations Division annotations.

box 232, folder 3  Western Advertising magazine 1954 August
Scope and Contents
This issue features the GSM starburst logo designed by artist Jim Wood and art director Saul Bass.

box 232, folder 4  Reprints 1954 September
Scope and Contents
Materials include "The Semantics of Being Negro" by S.I. Hayakawa and "Getting Semantics Down to Earth" by John J. Kessler. These articles were printed as a public service by Golden State Mutual for Dr. Leonard Stovall of the Outdoor Life and Health Association, Los Angeles. They were sent out by the Company's P.R. Department with a note indicating that they are "...for your information and are well worth reading. We hope that you will find them enlightening and educational and that you will pass them on to your friends."

box 232, folder 5  California Department of Employment News Letter 1954 October-December
Scope and Contents
The back of this news letter is an "Employees: tax refund notice" that indicates Disability Insurance Tax (Under the Employment Insurance Code) and must be posted in a conspicuous place.

box 232, folder 6  Fem magazine 1955 March
Scope and Contents
Two copies of Fem, a magazine exclusively devoted to Negro women. This issue features a story about working at GSM and includes images of Home Office women workers such as Winona Martin, Verna A. Hickman and Inez Davis.
box 232, folder 7  Fortune Directory 1955 July
Scope and Contents
This supplement to Fortune magazine is a directory of the 500 largest U.S. Industrial Corporations.

box 232, folder 8  Premium Practice magazine 1957 May
Scope and Content
Three copies of magazine of incentive merchandising that features President Norman O. Houston on the cover, and includes a Negro Marketing Survey article.

box 232, folder 9  NAM News 1957 July 5
Scope and Contents
This is the weekly publication of the National Association of Manufacturers addressed to President Norman O. Houston.

box 232, folder 10  Know Your Constitution and Old & New Glory booklet 1956, 1962
Scope and Contents
Two copies of Know Your Constitution and one copy of Old & New Glory booklet concerning the rights and duties of American citizens and the American flag, its pledge and its anthem.

box 232, folder 11  The Mirror 1960
Scope and Contents
This publication by the Agency Department of the American Woodsmen features an article entitled "High Lights of the N.I.A. Convention" which mentions the keynote address of GSM Agency Director A.J. Williams.

box 232, folder 12  The Pilot magazines 1960-1964
Scope and Contents
These ten issues of the N.I.A. magazine feature Golden State Mutual. The following GSM executives are featured on covers: George A. Beavers, Jr., Helen E. Batiste, Verna A. Hickman, Norman B. Houston and Norman O. Houston with Dr. Martin Luther King and Reverend Ralph Abernathy.

box 232, folder 13  Negro Heritage magazine 1965
Scope and Content
This magazine was published monthly by Editor Sylvestre C. Watkins, Sr.

box 232, folder 14  Bradley! The Hope for a Decent Future! 1969
Scope and Contents
Electoral literature in support of Tom Bradley's mayoral campaign.

box 232, folder 15  The Pilot magazine 1970 June
Scope and Contents
Verna A. Hickman's copy of this issue features press concerning GSM's expansion of operations and election of new management team.

box 232, folder 16  A Star in the West: The Occidental Story 1970
Scope and Contents
This publication traces the history of The Occidental Life Insurance Company.
Pacific Business 1970
Scope and Contents
This bi-monthly California State Chamber of Commerce publication is a special "We the People" issue, a non-partisan candidate guide for the 1970 California State and Congressional Elections.

NIA Member Roster 1972
Scope and Content
This National Insurance Association (NIA) member roster includes a page on GSM.

Good Neighbors Come In All Colors circa 1970s
Scope and Content
Booklet prepared by the Los Angeles County Commission on Human Relations includes a card that reads, "This household welcomes neighbors of any faith, race or nationality. We know they'll be good neighbors, as we shall also be."

Black Enterprise magazine 1973 June
Scope and Contents
Two copies of an issue which features "The Nation's 100 Top Businesses" including Golden State Mutual.

Time magazine 1974 June 17
Scope and Contents
Reprints of Time magazine "Middle Class Blacks Making it in America" issue featuring Ivan J. Houston and his work with Golden State Mutual.

Golden State Mutual In the News 1976
Scope and Contents
Two copies of a GSM Public Relations Department publication, a compilation of Company press.

YMCA Today magazine 1976
Biography/History
This magazine is addressed to Norman O. Houston who chaired and served on numerous committees for the 28th Street YMCA. Paul Revere Williams designed the 28th Street YMCA building in 1926, the city's first club founded by and for "colored boys and young men."

The National Underwriter reprints 1976 October 23
Scope and Content
Two reprints that feature Ivan J. Houston's "Agency System - Endangered Species?" address to the members of the Pasadena/San Gabriel Valley chapter of the National Association of Life Underwriters in Pasadena.

Black Enterprise magazine 1979 June, 1980 December
Scope and Contents
Folder 6 includes an issue which features the nation's leading Black businesses and includes the article, "The Ordinary is Extraordinary for Golden State Mutual." Materials also include four full color reprints of this article.
Folder 7 includes two copies of the "Cashing in on Fine Art" issue. The article, "The Bullish Market of Black Art" features the Golden State Mutual collection and the Company's art director, William Pajaud.
box 233, folder 8  Black Enterprise of Los Angeles magazine 1981 August  
Scope and Contents  
The cover profile features Ivan J. Houston. Materials also include four reprints.

box 233, folder 9  Mainstream America magazine 1982 November  
Scope and Contents  
This issue features Ivan J. Houston on the cover and includes the article, “Despite a Stagnant Economy, California's Golden State Mutual Life Insurance Company Charts a Steady Course Through Turbulent Competitive Waters.”

box 233, folder 10  Modern Black Men magazine 1986 November  
Scope and Contents  
Materials include two copies of this Black Los Angeles issue which features an article on Ivan J. Houston.

box 233, folder 11  We the People 1988  
Scope and Content  
This program for the National Insurance Association's (N.I.A.) 68th Annual Convention includes a profile on GSM with a photo of its Home Office building and indicates that N.I.A. Board Member Larkin Teasley gave the keynote address.

box 233, folder 12  N.F.T.A. magazine 1989 June  
Scope and Contents  
This Los Angeles edition of Not Forsaking The Assembling includes a GSM Golden Moments in Black History advertisement which features an image of Executive Vice President Edgar J. Johnson, Architect Paul R. Williams, President Norman O. Houston and Chairman of the Board George A. Beavers, Jr. looking over the model of the Company's Home Office in Los Angeles.

Scope and Contents  
This North Carolina Mutual (NCM) promotional booklet features a calendar, facts about NCM and important dates in African-American history.

box 233, folder 14  Landrum Realty Company mailer undated  
Scope and Contents  
This black and white mailer folds out into a poster that expands on the history of this Chicago-based realty company.

Scope and Contents  
Box 234: Materials include the following magazines with features on Los Angeles or GSM: Our World, Collier's, The National Underwriter, Sepia and Fortune. A note from William Pajaud to Mabel Cleveland is attached to the August, 1959 issue of Sepia. The Sentinel 50 is the official anniversary edition of the Los Angeles Sentinel and includes a tribute to William Nickerson, Jr. by his daughter, Quincella Nickerson Kimbrough. The Urban Neighborhood Study of Central Los Angeles was prepared by a group of fifth year students at the University of Southern California School of Architecture under a grant from Pacific Mutual Life Insurance Company. 
Box 235: Materials include four layout boards for Golden State Mutual in the News publication.
Specimens 1955-1967
Scope and Content
Advertising and public relations specimens.

box 235

Specimens 1955-1967
Scope and Content
Materials include All Year Awards programs, Sales Conference programs, 7 Star Health Insurance Plan flyers, Annual Reports to Policyowners, The Man With the Golden Pen postcards, brochures, memo paper and greeting cards, Familife policy brochure, policy promotion leaflets, Destination: Tomorrow education brochure, birthday cards, plan mailers, calendars, nursery log, LRT Las Vegas program, Inside GSM, the second edition of A Pictorial Review, new Home Office opening booklets, Historical Murals booklets, GSM Negro Art Collection envelopes, magazine advertisements, Independent Comparative Report leaflets, Important Information for Policyowners of GSM brochures, sunburst logo cards, door hangers, church programs, concert programs, day care mother brochures, Housing Information Resources Directory, Hoodoo Day postcards and mailers, Christmas cards, family income forms, Dear Policyowner mailers, Plans and Results booklet, Operation SEC booklet, You and GSM booklet and a copy of the Golden State Mutual Messenger.
Processing Information
Specimens are attached to poster boards with staples and glue. Many items previously affixed to the boards with glue are now detached.


box 236, folder 1

What shall man live by? N.O.H. 1953
Scope and Contents
Golden rule poster traces "Love thy neighbor as thyself" across ten "living religions" over an image of President Norman O. Houston.

box 236, folder 1

What shall man live by? H.O. 1953
Scope and Contents
Golden rule poster traces "Love thy neighbor as thyself" across ten "living religions" over an image of the Home Office.

box 236, folder 1

Photo Highlights of the 1978 Las Vegas Leaders Roundtable Business Conference 1978
Scope and Contents
Materials include three black and white photo collage posters.

box 236, folder 1

For C.L. 1982
Scope and Contents
This performance inspiration poster is dedicated to the spirit of San Diego District Manager C.L. Smith from Gilmer, Texas. The poster features a head shot of Smith hovering above a cowboy boot.

box 236, folder 1

Founders Month '84 1984
Scope and Contents
This poster features a black and white image of George A. Beavers, Jr., William Nickerson, Jr. and Norman O. Houston. The text underneath the title reads, "They sowed the seed, ours the job to reap the harvest." The text at the bottom of the poster reads, "On to Jamaica with Founders Month '84."
Help a Friend Start School Straight 1986 September 6
Scope and Contents
This black and white poster for the Back to School with a Clear Head Rally at Jackie Robinson Stadium features an image of a hand reaching out to grab another that is extending upward from a pool of water.

Back to School with a Clear Head 1986 September 6
Scope and Contents
This white poster with blue text is for a march and rally at Jackie Robinson Stadium. The graphics illustrate a scenic view of a winding road toward a school surrounded by nearby mountains, palm trees, clouds and birds. The slogan near the bottom of the poster reads, "Help a friend start school straight."

"A Salute to Minority Education" Dinner 1987 May 27
Scope and Contents
This Golden State Minority Foundation poster is an invitation to attend a dinner with guest speaker and recipient of the Medal of Excellence, Christopher F. Edley, President and Chief Executive Officer of the United Negro College Fund. The poster features an image of six arms of various shades of red reaching upward.

Advertising files circa 1945-1994

Negatives and illustration
Scope and Contents
Materials include negatives of the GSM starburst logo, the exterior of the Home Office, the GSM mission statement and a Herald Examiner guide to Black History in Los Angeles which features the GSM Murals. Materials also include an illustration and negative of a modern matrix like design comprised of circles and sharp lines which GSM used for its Long Range Plan Network for the 80's Los Angeles Black Community. This design with the addition of copy and related graphs may also be found in box 240, folder 2.

Advertisements and annual reports binder 1945-1962
Processing Information
Materials were removed from binder due to water damage.
Scope and Contents
Materials include advertisements for the Man with the Golden Pen, the mortgage loan service, the Home Office, life, sickness, accident and health insurance policies.

Letterhead and advertising press 1954-1956
Scope and Contents
Materials include letterhead samples of GSM's award winning logo, a copy of Advertising Age in which a reader writes in about GSM's "Man with the Golden Pen" and advertisements in local publications.

Budgeterm insurance promotional materials 1955
Scope and Contents
Materials include Budgeterm booklets, The Adventures of Goldie comic book, a training script, mailers and a script for a video.
Advertising and Publicity Files 1923, 1928-2004, 2009

Advertising files circa 1945-1994

Golden State Mutual Life
Insurance Company records,
1909-2009 LSC.1434

box 237, folder 4

**Advertising specimens circa 1960s**

*Scope and Contents*

Advertisements include GSM's New 7 Start Hospital and Surgical Plan, GSM's Security Master Series and The Man with the Golden Pen.

box 237, folder 5

**Ads binder 1961**

*Scope and Contents*

Advertisements include The Man with the Golden Pen, Important Notice of Dividend Declaration, Policies, "There is something new under the sun..." agent card, New and Revised Ordinary Portfolio, The Long Corridor...passageway to the chamber of life, Franklin D. Roosevelt United Nations Flag Day Prayer, Good News for the Whole Family: Introducing GSM's New Family Policy, Destination Tomorrow booklet, Faithful Protection: Budgeterm Insurance, Inside GSM, Annual Reports to Policyowners and an Independent Comparative Report leaflet.

box 237, folder 6

"House" proof sheet 1994 June 28

*Scope and Contents*

Proof sheet includes images of a house used for advertising.

box 238, folder 1-4

"A New Way" training program binder circa 1980s

*Processing Information*

Materials were removed from the binder and placed into folders.

*Scope and Contents*

Materials include training script, description and layout for visuals. This binder is divided into the following sections: Marketing strategy, product understanding, product knowledge, prospecting, sales presentations, underwriting, policy delivery, policy service, conservation and what can be achieved.

box 239, folder 1

Founders photographs, negatives and layouts

*Scope and Contents*

Materials include mounted Founder's Month photo, negative and advertisement layouts as well as mounted photographs of George A. Beavers, Jr. and executives such as Ernest Shell, Ivan J. Houston and Verna A. Hickman at a Board room presentation.

box 239, folder 2

Mounted photographs circa 1960s

*Scope and Content*

Two mounted photographs used for advertisements include one of a family in front of their house and another of the boy sitting on the train tracks from the Destination Tomorrow campaign.

box 239, folder 3

Illustrations and paste-ups

*Scope and Contents*

Illustrations and paste-up advertising boards for The Golden Pen GSM 50, hospitalization policies, sickness and accident policies, Homecoming 1975, Home Office, GSM Today, Mother's Day and a cookbook.

box 240, folder 1

Mural booklet copy and paste-ups circa 1949

*Scope and Contents*

Materials include copy, oversize mural images on cardboard and paste-up boards for booklet on GSM's "The Negro in California History" murals. This folder also includes a paste-up board for "GSM In Our Community: Generation after Generation" advertisement.
Details of contents:

- **Illustrations and paste-ups circa 1979**
  - **Scope and Content**
  - Materials include illustrations and paste-up boards for GSM's Long Range Plan Network for the 80's Los Angeles Black Community and the following illustrations: a jockey riding a horse, Steamboat on Bay and musician Quincy Jones.

- **Advertising plan, illustrations and paste-ups**
  - **Scope and Contents**
  - Materials include "A Total P.R., Advertising and Public Service Program for GSM" illustrated poster, Stretch Your Program and Community Relations brochures paste-up boards, Family Group illustration and "Golden State Broadens Its Market" paste-up board.

- **Home Office photographs, illustrations and paste-ups circa 1949**
  - **Scope and Contents**
  - Home Office photographs, proof sheets and an illustration of the building’s exterior affixed to a paste-up board.

- **Illustrations, logos and paste-ups circa 1980s**
  - **Scope and Contents**
  - Materials include GSM marching band illustration, Medal of Excellence illustration and the following paste-up boards: Have it All and Get Something Back, the GSM Afro-American Art Collection, Black Insurance Pioneers, Memorial Funeral Service, Community Service Award Program, Partners in Progress, Crenshaw Neighborhood Housing Services, Calendar and the GSM starburst logo.

- **GSM Service Anniversaries paste-ups 1987-1988**
  - **Scope and Content**
  - Paste-up boards for Golden State Mutual Service Anniversaries include employee names, years of service, awards, professional designations, promotions, transfers, employees of the month and a bulletin board with dates for Sunday Gospel Hour, Founder's Month, 64th Anniversary of GSM, 40th Anniversary of Home Office, Company Picnic and Search for the Great Pumpkin.

- **Logos, copy and typefaces circa 1980s**
  - **Scope and Contents**
  - Materials include Into the 80's presentation plate, The Golden Voice copy, letterhead and envelope samples, Development of the Long Range Plan plate, typeface samples and starburst logo transfer decals.

- **Illustrations, negatives and paste-ups circa 1980s**
  - **Scope and Contents**
  - Materials include Home Office exterior illustrations, negatives and paste-up boards, 60 birthday candle illustration paste-up board, General Agent Recruiting Ad paste-up and prints and A Sales Career with Golden State Mutual paste-up board.

- **Illustrations, negatives and paste-ups**
  - **Scope and Contents**
  - Materials include the following illustrations: "Spotlight," Medal of Excellence, dove, boxing gloves, agent, Merry Christmas, Happy New Year, Education and illustrated paste-up boards of an agent, the state of California and food found in the Golden State.
Advertising and Publicity Files 1923, 1928-2004, 2009
Advertising files circa 1945-1994

box 243, folder 1  
**Negatives and logos circa 1980s**

**Scope and Contents**

Materials include Golden State Mutual Life Insurance Company Home Office: Adams and Western, Los Angeles logo plate and negatives of the following: GSM logos, 60 Year Anniversary, Agent of the Month, Adopt a School Program, doves, Oakland District Office History, A New Way, GSM Afro-American Art Collection, Need a Silent Partner? and Golden State Minority Foundation.

box 243, folder 2  
**Paste-ups and negatives circa 1980s**

**Scope and Content**

Materials include paste-up boards for GSM's Insurance and Savings Plans and negatives for the following: The Man with the Golden Pen logo, dove, United States at a glance map and About Jamaica.

box 244, folder 1  
**Illustrations and paste-ups**

**Scope and Contents**

Materials include illustrations of a first place trophy, fish, lobster, turkey, Living Beauty, gangster advertiser, families, family services, academic programs, paid child car, father and daughter, people's faces, Yoshida, Dr. Martin Luther King, Jr., college, female student, parrot, conservation, collecting your debit, GSM agents and a telephone by Charles Paige. Paste-ups include the following: Destination Tomorrow, Shoes Wear Out, Funerals Cost, 65, Your First Step, Service is Our Business, California, Postal Box, Spotlight, Outstate, Are You Ready for Success?, Returning Money to the Black Community and two files of marketing strategy symbols and "New Strategy" illustrations by Charles Paige.

box 244, folder 2  
**Illustrated paste-ups**

**Scope and Contents**

Paste-up boards illustrated by Charles Paige include the following images: Drug and alcohol prevention, counselor, ethnic legal service, legal resources and legislation or lobby information. Additional paste-up boards include images of the following: mountains, museum, How Can We Better Serve, group of people, women, salesman, insurance protection, man and woman embracing, man with lamb, training and development of Black individuals, map of the United States and a bearded man with a crown of thorns. New Way Art illustrations include a dove, piggy bank, a cross with a sign that reads Peace, a meeting with a flip chart, Are you ready for this?, Protect Your Interest in Times of Sorrow and doves flying toward the sun.

box 245, folder 1  
**Copy and paste-ups circa 1950s and 1960s**

**Scope and Contents**

Benefits and plans copy and paste-up boards for advertisements concerning Children's Insurance and Savings Plans.

box 245, folder 2  
**Promotional placards**

**Scope and Contents**

Materials include the following two placards: Burial Insurance and The Benevolence Plan.

box 245, folder 3  
**Contact information proofs**

**Scope and Contents**

Materials include contact information proof sheets for GSM Directors, Officers and Field Managers.
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Description</th>
<th>Scope/Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>245, f. 4</td>
<td>&quot;A New Way&quot; illustrations, negatives and slides circa 1980s</td>
<td>Materials include &quot;A New Way&quot; training program negatives, slides and illustrations by William E. Pajaud.</td>
</tr>
<tr>
<td>245, f. 5</td>
<td>Advertisements circa 1960s, 1980s</td>
<td>Materials include advertisements for Family Policy, the Man with the Golden Pen, Familife Policy, Hospital Plan and Win $100.</td>
</tr>
<tr>
<td>246, f. 1</td>
<td>Copy and paste-ups circa 1960s</td>
<td>Materials include copy and illustrated paste-up boards for Last Expense Fund, Retirement Fund, Disability, Education Fund, Emergency Fund, Security-Master, Savings Plan and the Housewife's Insurance and Savings Plan. Materials also include tables for income, monthly and annual premiums.</td>
</tr>
<tr>
<td>246, f. 2</td>
<td>Proofs and paste-ups circa 1965</td>
<td>Materials include paste-up boards for Woman's Original Security Program, Income Protection and Hospital Plan, Children's Insurance, Last Expense Fund, Mortgage or Rent Fund, Emergency Fund, Education Fund, Guaranteed Monthly Income, Retirement Income, Disability Income and Housewife's Insurance and Savings Plan. Materials include proofs for the following: Woman's Original Security Program, Income Protection and Hospital Plan, Children's Insurance and Savings Plans, Security-Master, $10,000 Insurance and Savings Plan, $25,000 Insurance and Savings Plan and Sickness, Accident, Hospital and Surgical Policies.</td>
</tr>
<tr>
<td>246, f. 3</td>
<td>Contact sheets and negatives 1977-1979</td>
<td>Advertising materials include photographic contact sheets and negatives for the Leaders Roundtable in New Orleans, fishing trip, Management Board work shop, Home Office, Home Office personnel and All Year Awards breakfasts in Detroit and North Texas.</td>
</tr>
</tbody>
</table>

Audiovisual materials circa 1960s-2004

Processing Information

The slides contained within box 259 were removed from a briefcase that also contained seven 33 1/3 Microgroove phonograph records and eleven canisters of 35 mm film. The LPs may be found in box 260 and the 35 mm film in box 261.

Scope and Content

Box 247-248: Two sets of "GSM Presents..." glass slides that tell an illustrated full color story of a family taken care of by Golden State Mutual insurance. (1960s)


Box 252: Slides include images of advertisements, proof of death forms and funeral homes. (1979, 1982)

Box 253: Slides include images of advertisements, pen and ink illustrations, watercolor illustrations, agents, home visits, forms, policies and housewives. (1979-1980)

Box 254: Slides include images of advertisements, agents, families, funeral and burial expenses forms, agent presentations, joggers, house visits, Mahalia Jackson church fans, Peace of Mind and Security GSM mail holders, fishing trip, Los Angeles Urban League and agent's appointment book. (1979-1980)


Box 257: Slides include images of advertisements, agents, home visits, policyowners and life insurance applications. (1980)


Box 259: Materials include overhead projector slides for business insurance seminar.
box 260  Phonograph records 1938, 1951, 1952, 1956, 1957

Processing Information
The business insurance seminar LPs were removed from a briefcase that also contained overhead projector slides and 35 mm film. The slides may be found in box 259 and the 35 mm film in box 261.

Scope and Content
Twenty-two phonograph records include the following titles: Golden State Life Insurance Broadcast, Confirming the Honorary LL.D. Degree on Norman O. Houston with Dr. Mary McLeod Bethune, Life Insurance Service: A Special Message to the Agency Force of GSMLIC by President Norman O. Houston, Radio WMAQ "Jack Eigen's Chez Show," GSM Presents "Man With Golden Pen" and Golden State Mutual Expanding Markets - Expanding Needs. Materials also include the following business insurance seminar 33 1/3 LPs: The Light Way & Tune In to Turn On, A Stockholder Dies, The Turning Point, Partners and Looking Back.

box 261  35 mm film undated

Scope and Content
Eleven canisters of 35 mm film include the following titles: GSM Contest, The Turning Point, The Light Way & Tune In to Turn On, Looking Back, A Stockholder Dies, Partners, Ain't No Ammo Peiping and Making Sales with You'll Earn a Fortune.

Processing Information
These film canisters were removed from a business insurance seminar briefcase that also contained overhead projector slides and phonograph records. The slides may be found in box 259 and the LPs in box 260.

box 262  Compact cassettes 1975, 2004

Scope and Content
Thirty audiocassettes include the following titles: Hall of Honor Dedication by George A. Beavers, Jr., Oakland District Office interview, For the Record pilot, Mr. W.P. Mosley, Golden State Mutual 5-60 second spots, Walter E. Freeman, Golden State Mutual Greeting, L.A. East groundbreaking, Recycling Black Dollars, Golden State Mutual, Pierce/Neighborhood Education, Dixieland, Walter E. Freeman's My Message Home Office of GSM and New Orleans Jazz.

box 262  Mini data cartridge tapes undated

Scope and Content
Materials include three unlabeled mini data cartridge tapes.

box 263  DVDs undated

Scope and Contents
Nine DVDs include the following titles: GSM Commercial, Golden State Mutual Life Commercial Campaign, Operation Hope: Banking on Our Future, Television Reel and Radio Reel.

box 263  Compact Discs undated, 2002

Scope and Content
Five CDs include the following titles: Golden State Mutual Life Benevolence Plan 60 sec. commercial, Golden State Mutual Banner and GSM Press Kit.
Videocassettes 1993, undated
Scope and Contents
Materials include three VHS tapes, two Betamax tapes and one U-Matic tape. The U-Matic tape is a GSM and You dupe master, the Betamax tapes include Golden State Mutual Life edited master and duplication master and the VHS tape titles include the following: Golden State Mutual Foundation Presentation, Golden State Mutual P.S.A. and Soul Beat T.V. commercial.

Floppy disks undated
Scope and Content
Materials include three floppy disks. One of the disks is labeled GSM Express Logo jpg.

Historical Murals and Afro-American Art Collection Files 1948-2000
Biography/History
The GSM Afro-American Art Collection began when the murals depicting the Negro's contribution to the growth and development of California, were first installed on the walls of the Home Office lobby in 1949. The murals were followed the next year by Richmond Barthe's bronze bust of Founder William Nickerson, Jr., which was commissioned and paid for by GSM employees. Mural and Collection brochures were printed for distribution to groups and individuals who came to the building for a tour.
Scope and Content
Materials include files related to the GSM Historical Murals and Afro-American Art Collection.
Historical Murals and Afro-American Art Collection Files 1948-2000
Historical Murals files 1947-1949

Biography/History

Artists Hale Woodruff and Charles Alston were commissioned in 1948 to paint the murals portraying the history of the Negro in California for Golden State Mutual Life Insurance Company’s Home Office on Adams Boulevard at Western Avenue in Los Angeles, California. The research that forms the basis of selection of the mural subjects was done by librarian Miriam Matthews and historian Titus Alexander. Woodruff and Alston traveled to California in August of 1948 for a research tour wherein they visited historical sites, examined records in libraries and museums, and filled sketchbooks with drawings of native rocks, flowers, terrain, costumes, art and equipment. Following the tour, a conference was held with the researchers and company officials to select the mural subjects. Each artist chose the period he would portray in his panel. Mr. Alston selected “exploration and colonization” and Mr. Woodruff, “settlement and development.” The artists worked closely with Architect Paul R. Williams to have the color and style of the murals in harmony with the architecture and decorative design of the building. The murals, unveiled during the opening week ceremonies for GSM’s new Home Office on August 19, 1949, cover two panels, 16’ 5” by 9’ 3 1/4” and hang on opposite walls of the building’s lobby. Father H. Randolph Moore delivered the invocation for the mural unveiling ceremony and Titus Alexander served as Master of Ceremonies. Mrs. Charlotta Bass, publisher of the California Eagle, pulled the cord to unveil the Charles Alston mural and Mrs. Gussie Woods, mother of Hale Woodruff, pulled the cord to unveil the Woodruff mural.

Scope and Content

Materials include source files on the murals, transcripts from an Executive Committee Conference with the mural artists, correspondence with the artists and architect Paul R. Williams, public relations materials such as press releases, informational booklets and press clippings, correspondence concerning the involvement of librarian Miriam Matthews and historian Titus Alexander in the historical research project, a folder of suggested mural subjects, photographs of the artists’ Mural Research Tour, pre-installation and unveiling photos, a folder on the route of the Mural Research Tour in California which includes an itinerary and descriptions for points of interest, a Mural Research Tour report that includes correspondence with the artists and transcriptions of telephone conversations between the artists and GSM Chairman of the Board George A. Beavers, Jr.

box 264, folder 1

Mural research photographs 1948

Scope and Contents

Photographs include images of conferences with Miriam Matthews, Titus Alexander, Charles Alston, Hale Woodruff, George A. Beavers, Jr., Norman O. Houston, Paul R. Williams and Verna Hickman and of artists Alston and Woodruff with GSM photographer and commercial artist Leonard Grimes on the murals research tour.

box 264, folder 2

Murals pre-installation photographs 1948

Scope and Contents

Photographs include images of conferences with Hale Woodruff, Charles Alston, Miriam Matthews, Titus Alexander, Verna Hickman, George A. Beavers, Jr., Norman O. Houston and Edgar Johnson, Alston and Woodruff's murals research tour and Beavers, Batiste, Houston and Williams unwrapping the murals prior to installation.

box 264, folder 3-5

Murals source files 1948

Scope and Content

Materials include a Murals on California History press release, transcripts of conference with mural artists, correspondence between Verna Hickman and Hale Woodruff, Charles Alston, Miriam Matthews and Titus Alexander, clippings, resumes for Matthews, Alexander, Alston and Woodruff and transcripts for research conferences with Alexander and Hickman.
box 264, folder 6  **Mural artists conference notes and research 1948-1949**

Scope and Contents
Materials include Biddy Mason biography, references for subjects relating to murals, transcript of telephone conversation between Woodruff, Alston, Houston, Beavers and Hickman, Report on Meeting with Miriam Matthews, Titus Alexander and Executive Committee, Executive Committee comments on first mural sketches, Suggestions for Murals by Miriam Matthews, Verna Hickman's notes on Mural Conference, Mural Conference Minutes, Robert C. Owens biography, Philip Carter's mural research, Suggested Subjects Relating to Painted Murals, List of Los Angeles County Historical Landmarks, Digest of Minutes of the General Conference on Historical Landmarks and Founding of Los Angeles notes by Titus Alexander.

box 264, folder 7  **Mary Ellen "Mammy" Pleasant photostats 1948**

Scope and Contents
Materials include photostats of Mammy Pleasant's Memoirs and Autobiography and "The Queen of the Voodooos" San Francisco Chronicle article.

box 264, folder 8  **Mural photographs circa 1949**

Biography/History
Victoria Shorey Francis was a direct descendent of William Shorey, a whale boat captain during the late 1890s who operated in the waters just outside San Francisco.

Scope and Contents
Photographs of the murals include an image of Victoria Shorey Francis from Oakland standing in front of the murals.

box 264, folder 9  **Murals correspondence 1948-1949**

Scope and Contents
Correspondence includes letters from George A. Beavers, Jr., Verna A. Hickman, Titus Alexander, Leonard Grimes, Charles Alston, Hale Woodruff and the California Centennial Commission concerning the contribution of Negro pioneers. Materials also include a report of the Murals Research Tour and a Public Relations memo concerning research material for the murals.

box 264, folder 10  **Route of the Mural Research Tour in California 1948 August 16-September 3**

Scope and Contents
Materials include an itinerary and route with detailed description for points of interest.

box 264, folder 11  **Mural research tour report 1948**

Scope and Contents
Materials include the Mural research tour report, Norman O. Houston report on mural painting, sculptor and art, Memo of telephone conversation between Hickman, Alston and Woodruff, transcripts of telephone conversations between George A. Beavers, Jr. and Charles Alston and Beavers and Hale Woodruff, correspondence from Alston and Woodruff to Hickman and Beavers and transcript of a telephone conversation between Beavers, Hickman, Alston and Woodruff.

box 264, folder 12  **Murals press and releases 1949-1958**

Scope and Contents
Materials include press clippings, Murals on California History press releases and color reproductions of the Alston panel.
Historical Murals and Afro-American Art Collection Files 1948-2000
Historical Murals files 1947-1949

box 264, folder 13  Mural unveiling photographs 1949 August 19
Scope and Contents

box 264, folder 14  Historical Murals booklets undated
Scope and Content
Materials include four Historical Murals booklets, each with a different cover.

box 265, folder 1  Conference with Mural Artists transcript 1948 September 7
Scope and Contents
This conference was convened by the Executive Committee at the GSM Home Office. Members of the Executive Committee who were present include the following: George A. Beavers, Jr., Norman O. Houston and Edgar J. Johnson. Also in attendance were Head of Public Relations Verna Hickman, her staff member, Leonard Grimes, artists Hale Woodruff and Charles Alston and researchers Miriam Matthews and Titus Alexander.

box 265, folder 2  California Centennial press release circa 1949
Scope and Contents
Press release draft, "The California Negro (1512-1949) California Centennial Ignores Negro History" concerning the presence of GSM's Historical Murals in contrast to the absence of early Negro Pioneers within the Centennial program.

box 265, folder 3  Murals press release 1949 July
Scope and Contents
Five copies of the "Murals On California History" press release written by Public Relations Administrator Verna Hickman.

box 265, folder 4  Ebony reprints 1949 November
Scope and Contents
Three reprints of the Ebony article, "California Centennial: Rich epochal history of Negro pioneers in building of West chronicled in murals at new Golden State insurance building."

box 265, folder 5  Blacks in America supplements 1970 March 23
Scope and Contents
Seven copies of The Sacramento Union's "Blacks in America" supplement featuring the GSM Historical Murals on its front and back cover.

box 265, folder 6  Murals clipping 1987 January 30
Scope and Contents
Two copies of the Los Angeles Herald Examiner clipping, "A Guide to Black Los Angeles: Take a field or two into the past."

box 265, folder 7  Founding of Los Angeles articles undated
Scope and Contents
Articles include two copies of "Nuggets of History: Highlights from California's Past" by Jack D. Forbes of the Foundation for Inter-Ethnic Understanding and two copies of "Los Angeles: The City is Founded."
California historical research file 1947-1955

Scope and Contents
Folder 1: Materials include the following booklets: Mission San Luis Rey, The Sutro Story, Effects of the Community Property Law on Residents of California and Facts about Joint Tenancies, Greetings from Carmel by the Sea, The Founders of Los Angeles by John M. Weatherwax and dedicated to Charlotte A. Bass, Do You Know? Facts about our State Library, Book Resources of San Francisco Bay Area compiled by the California State Library Association, Eight Mural Paintings by Charles Hoffbauer, California: The Golden State compiled by Secretary of State Frank M. Jordan, California Missions postcards and Sue Bailey Thurman's Pioneers of Negro Origin in California. Thurman's spiral-bound book includes chapters on Biddy Mason, Mary E. Pleasant and the Golden State Murals as well as two notes of gratitude inscribed by the author to GSM's Verna Hickman for her assistance with this project.

Folder 2: Materials include a photo of Titus Alexander and World Champion Olympians and a photo of Negro DWP employees working on the construction of the transmission line from Hoover Dam power plant to Los Angeles. Materials also include a Chicago Defender column by Langston Hughes which discusses GSM's historical murals, the California Historical Society's Centennial Calendar, correspondence from George A. Beavers, Jr. to the Chairman of the California Centennials Commission offering access to GSM's research materials that document the participation of Negro citizens in the events selected for the historical caravan, a Golden Anniversary Commemorative Edition of Organized Labor, the A.F. of L. Building Trades weekly newspaper and The Prudential Insurance Company's "Seventy-Five Years Ago in the West" 75th Anniversary booklet.

Murals and founders portraits photographs 1949 August 19

Scope and Contents
Photographs include images of the murals, the murals unveiling ceremony and the unveiling of portraits of GSM co-founders George A. Beavers, Jr. and Norman O. Houston.

New slides of Historical Murals 1979 January

Scope and Contents
Color slides of the murals taken by Armando Solis.

Historical Murals booklets undated

Scope and Contents
Materials include twenty-one copies of the Historical Murals booklets.

Hale Woodruff panel photograph circa 1960s

Scope and Contents
One 11" x 14" black and white photo of the Hale Woodruff "Settlement and Development" panel includes a view of the lobby, front desk and GSM clerk.

Murals sketches circa 1948

Scope and Contents
Materials include black and white copies of color panel sketches by Charles Alston and Hale Woodruff. Each sketch includes a legend on its back side.

Murals unveiling recordings 1949 August 19

Scope and Contents
Recordings of the murals unveiling ceremony include the following: Four 1/4" open reel audio recordings and a transfer of this ceremony on two compact discs.

Biography/History
The GSM Afro-American Art Collection was conceived as a showplace for the works of Negro artists and dedicated in commemoration of GSM's 40th anniversary in 1965. According to curator William Pajaud, there were many reasons for establishing the collection but primarily the Company felt the need to create an atmosphere that would foster pride among people, reacquaint Black Americans with their artistic heritage, discover talent among the youth of its community and to establish the first such collection in the West. Student tours of the collection and related art scholarships strengthened ties between the Company and the communities it served.

Scope and Content
Materials include correspondence, inventories, brochures, scrapbooks and albums, public relations files, invoices, appraisal reports, exhibit labels, publications, photographs, proof sheets and audiovisual materials.

box 268, folder 1
Richmond Barthe file 1948-1949
Scope and Contents
Materials include correspondence between Verna Hickman and Richmond Barthe concerning the creation of the William Nickerson, Jr. bust, photographs of Barthe's sculpture, his resume and a clipping concerning his first one man show in New Jersey.

box 268, folder 2
Architectural agreement 1960-1961
Scope and Contents
Materials include correspondence between Norman O. Houston and Architect Claude H. Grimes and an agreement between GSM and Grimes.

box 268, folder 3
Southwest Wave clipping 1965 July 25
Scope and Content
Southwest Wave article, "Negro Art Displayed" discusses GSM's newly installed art collection.

box 268, folder 4
Negro art collection additions and inventory 1967-1968
Scope and Contents
Additions include a piece by Michael K. Perry and two pieces by Arnold Love.

box 268, folder 5
Art collection ad and bio sheet circa 1968
Scope and Contents
Materials include a GSM Negro Art Collection advertisement and a biographical form for artists.

box 268, folder 6
Scope and Contents
Letters discuss the loan of art to GSM for special events and the loan of pieces from GSM's collection.

box 268, folder 7
Art collection inventories 1968-1969
Scope and Contents
Materials include inventories and records of loans, acquisitions, returns, contracts with donors such as Miriam Matthews, correspondence with artists such as Charles White, proposal for a Beulah Woodard Sculpture collection, GSM's Museum progress report, images of the art work, photographs of GSM employees, executives at the art collection dedication, Golden Pen issues, art collection ads, clippings and Charles White booklet.

box 268, folder 8
Afro-American Art Collection scrapbook 1960s-1970s
Scope and Contents
Materials include inventories and records of loans, acquisitions, returns, contracts with donors such as Miriam Matthews, correspondence with artists such as Charles White, proposal for a Beulah Woodard Sculpture collection, GSM's Museum progress report, images of the art work, photographs of GSM employees, executives at the art collection dedication, Golden Pen issues, art collection ads, clippings and Charles White booklet.
box 268, folder 9  
**Art collection brochure 1973**  
**Scope and Contents**  
Materials include an illustrated cover for a GSM Afro-American art booklet.

box 268, folder 10  
**Exhibit agreement 1974-1975**  
**Scope and Contents**  
Materials include temporary exhibit agreement and correspondence exhibitions.

box 268, folder 11  
**LACMA 1976-1990**  
**Scope and Content**  
Correspondence from the Los Angeles County Museum of Art concerning loan agreements for its "Two Centuries of Black American Art" exhibition.

box 268, folder 12  
**Art collection scrapbook #1 1976, 1978, 1985**  
**Scope and Content**  
Materials include Black Art: an international quarterly, Travel & Art, correspondence and workshop evaluations for Rhapsodies in Black: Art of the Harlem Renaissance.

box 269, folder 1  
**Art collection file 1977-1978**  
**Scope and Contents**  
Materials include GSM Afro-American Art Collection: Why? paper, Ethnic and National Collections in the Los Angeles Area compiled by Los Angeles Public Library Resource Specialist Sally Dumaux and a Comparison of Two Corporate Art Collections student paper.

box 269, folder 2-5  
**Art Collection Album #3 circa 1977-1978**  
**Scope and Contents**  
Materials include biographical forms for artists and information sheets for each piece in the collection.

box 269, folder 6  
**Art collection inventories 1978, 1987**  
**Scope and Contents**  
Inventories include the following information: Artist, title, medium, dimension, date of execution, condition, value, owner and location.

box 269, folder 7  
**Scope and Contents**  

box 269, folder 8  
**Charles White tribute 1979 November**  
**Scope and Contents**  
Materials include A Memorial Jubilee ... A Tribute to Charles White program, correspondence and the poem, "Victory of King Charlie" by Jacinto Anielle Rhines, Jr.

box 269, folder 9  
**White on Black Art file 1979**  
**Scope and Contents**  
Materials include White on Black Art presentation transcript which includes Ivan J. Houston's introduction and closing and Charles White's slide presentation featuring the Golden State Mutual Afro-American Art Collection.
GSM Art Collection presentation transcripts 1978
Scope and Contents
Transcripts include the following titles: Charles White on Black Art, Black Masters at GSM, Public Relations Afro-American Art Collection slide presentation and Golden State Art Collection: A Study in Black Tradition.

GSM art collection advertisement 1978
Scope and Contents
File includes the February/March edition of Travel & Art: A Magazine of Black Cultural Interest. There is a “Where Can You Find the Largest Collection of Black Art West of Chicago?” advertisement for the GSM Afro-American Art Collection on page 22.

Art Collection album #4 1970s-1990s
Scope and Contents
Materials include artist biographies, cards which depict and describe the collection, gallery invoices, contracts, correspondence and art work slides.

Scope and Contents
Materials include correspondence between William Pajaud and the Afro-American Museum of Detroit and the California Afro-American Museum.

Scope and Contents
Materials include correspondence of gratitude from Museum of African American Art (M.A.A.A.) Director Mary Jane Hewitt to William Pajaud for his role as a founding member of the Museum’s Board of Directors and Golden State Mutual’s M.A.A.A. membership cards.

Scope and Contents
Press kit includes California Afro-American Museum (C.A.A.M.) brochures, an Afro-Am newsletter, Board of Directors contact sheet and an Olympic Arts Festival catalog for the C.A.A.M. exhibit, The Black Olympians.

The Studio Museum of Harlem 1981-1985
Scope and Contents
Materials include correspondence from Directors, a catalog for the permanent collection, anniversary invitations and loan documentation for Charles White’s "General Moses."

DuSable Museum/Chicago 1983-1985
Scope and Contents
Materials include correspondence from Executive Director Margaret Burroughs concerning the Tanner Painting Restorations, a receipt for the restorations, a Heritage Calendar, newsletter and annual report.

Art collection public relations materials undated
Scope and Contents
Materials include two GSM Afro-American Art Collection booklets and a paste-up board for an art collection advertisement.
<table>
<thead>
<tr>
<th>Box/Folder Details</th>
<th>Title/Scope and Contents</th>
</tr>
</thead>
</table>
| box 271, folder 7 | **California Afro-American Museum 1984, 1986-1987**  
Scope and Contents  
Correspondence from C.A.A.M. curators to William Pajaud, loan forms and a C.A.A.M. informational booklet. |
| box 271, folder 8 | **White on Black Art Campaign 1984**  
Scope and Contents  
Materials include correspondence to William Pajaud from Frances White and the Friends of Charles White concerning the 4th Annual Charles White Festival, a Charles White card with a note to Bill from Fran and A Brief History of the Charles White Art Festival. |
| box 271, folder 9 | **Studio Museum 17th Anniversary 1985**  
Scope and Contents  
Materials include Studio Museum in Harlem 17th Anniversary correspondence, program and itinerary for Honoree Ivan J. Houston who was presented an original print by Jacob Lawrence entitled "The Builders" in recognition of GSM's art collection. |
Scope and Contents  
Materials include inventories and lists of art label contents for the GSM Art Collection. |
| box 271, folder 11-12 | **Art Collection invoices 1992-1993**  
Scope and Contents  
Materials include names, artists and values of works on loan to the Golden State Minority Foundation. |
Scope and Contents  
Materials include correspondence from Curator Alvia J. Wardlaw regarding "The Art of John Biggers: View from the Upper Room" exhibition and the loan of GSM's Biggers drawing entitled "Man" and photocopies of related press clippings. |
| box 271, folder 14 | **Smithsonian 1994, 1996-2000**  
Scope and Contents  
Correspondence from Smithsonian staff regarding GSM art loans for traveling exhibitions. |
| box 271, folder 15 | **The California Collectors' Series press kit 1994**  
Scope and Contents  
Press kit includes correspondence from Founder and President Royce H. Vaughn, his business card, press releases and postcards. |
| box 271, folder 16 | **Art collection inventories 1996, 2002-2003**  
Scope and Contents  
Materials include inventories, lists of missing work and appraisals. |
| box 272, folder 1 | **Art collection master list 1996, 2000-2005**  
Scope and Contents  
Materials include multiple inventories and public relations reports. |
<table>
<thead>
<tr>
<th>Box and Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| box 272, folder 2 | Artwork - Pajaud 1998, 2002-2003  
Scope and Contents  
Materials include a profile on Pajaud from international quarterly, Black Art, C.A.A.M. loan form, reviews of Pajaud’s work and correspondence from GSM Assistant Marketing Director Clifton D. Blevins, II. |
| box 272, folder 3 | Loans to collection 1999  
Scope and Contents  
Materials include correspondence concerning a photography loan for the book, The Art Riddle Contest and Art Collection adhesive labels which include title, artist, medium and owner. |
| box 272, folder 4 | GSM Art Collection 1998, 2000-2005  
Scope and Contents  
Materials include lists of missing work, collection tour information, requests for art use and return receipts. |
| box 272, folder 5 | C.A.A.M. exhibit 1999-2004  
Scope and Contents  
Materials include contact lists, loan contracts and correspondence. |
| box 272, folder 6 | Art collection catalog circa 2000  
Processing Information  
The pages of this catalog were removed from a binder for the purpose of preservation.  
Scope and Contents  
Golden State Mutual’s Distinguished Art Collection Catalog includes color photo copies of the art work, artist names, creation dates and medium. |
| box 272, folder 7 | Art Tour Info 2001-2002, 2004  
Scope and Contents  
Materials include C.A.A.M./GSM contact list, GSM 2001 Annual Report, artist biographies, A Brief History of . . . GSM, tour guide script and legend, collection inventory and a print out of an oral history interview with Charles Alston. |
| box 272, folder 8 | Appraisal report 2002 December 5  
Scope and Contents  
This appraisal report was prepared for Golden State Mutual Life Insurance Company by Eric Hanks of M. Hanks Gallery. The report includes photos of John T. Riddle’s art work, correspondence between Hanks and GSM Director of Advertising and Public Relations and copies of appraisal reports. |
| box 273, folder 1 | Art collection inventories 2002  
Scope and Contents  
Inventories include artist, title, medium, dimension, location and conservation priority. |
| box 273, folder 2 | Appraisal reports 2002-2003  
Scope and Contents  
Materials include appraisal reports by Eric Hanks for works by the following artists: Charles Alston, Richmond Barthe, John Biggers, Elizabeth Catlett, Jacob Lawrence, Hughie Lee-Smith, William Pajaud, John T. Riddle, Henry Tanner, Charles White and Hale Woodruff. |
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>273, folder 3</td>
<td><strong>Art work correspondence 2002-2004</strong>&lt;br&gt;Scope and Contents&lt;br&gt;Materials include correspondence with the C.A.A.M., loan forms for 11 works by John T. Riddle and appraisal reports for these pieces.</td>
</tr>
<tr>
<td>273, folder 5</td>
<td><strong>Swann Auction Galleries 2007</strong>&lt;br&gt;Scope and Contents&lt;br&gt;Materials include correspondence between Larkin Teasley and Swann Galleries Director of African-American Fine Art, Nigel Freeman, a list of 100 items from GSM's art collection with auction estimates and a copy of the consignment agreement.</td>
</tr>
<tr>
<td>273, folder 6</td>
<td><strong>Art collection listings undated</strong>&lt;br&gt;Scope and Contents&lt;br&gt;Three art collection listings include artist name, title of work, medium, value, owner and location.</td>
</tr>
<tr>
<td>273, folder 7</td>
<td><strong>White on Black Art kit undated</strong>&lt;br&gt;Scope and Contents&lt;br&gt;White on Black Art community leader kit includes a letter from Ivan J. Houston concerning the audiovisual presentation narrated by Charles White which takes viewers on a tour of the GSM Afro-American Art Collection, an art collection booklet and list of schools in Southeast Los Angeles.</td>
</tr>
<tr>
<td>273, folder 8</td>
<td><strong>Artist profiles clipping undated</strong>&lt;br&gt;Scope and Contents&lt;br&gt;Clipping includes profiles for the following artists: Richmond Barthe, Richard Hunt, Charles White and John Biggers.</td>
</tr>
<tr>
<td>273, folder 9</td>
<td><strong>Exhibit labels undated</strong>&lt;br&gt;Scope and Contents&lt;br&gt;Materials include 18 exhibit labels attached to cardstock. The labels include the following information: Title, artist, medium, loaned by GSM and number.</td>
</tr>
<tr>
<td>273, folder 10</td>
<td><strong>The GSM Afro-American Art Collection undated</strong>&lt;br&gt;Scope and Content&lt;br&gt;Materials include William Pajaud's transcript of a presentation about the creation and growth of GSM's Afro-American Art Collection.</td>
</tr>
</tbody>
</table>

Scope and Contents
Publications in the GSM Afro-American Art Collection files are arranged chronologically and brief listed by title.


Scope and Contents
Box 276: Photos include images of Charles White and William Pajaud giving tours of the collection, the Woford collection, Charles White in his studio, Lady by P'lla Mills, the collection during a tour of the Home Office, Larkin Teasley and Miriam Matthews, Herman Bailey's African Madonna, and the collection displayed in other areas of the Home Office. Proof sheets include the following: GSM art exhibition, the Houston and Beavers portraits, Charles White's "General Moses," the Alston and Woodruff mural panels, the Richmond Barthe bronze bust of William Nickerson, Jr. and images of each acquisition. (1965, 1968, 1975, 1978, 1980, 1993)


Scope and Contents

Box 279-280: Charles White's "White on Black Art" presentation slides and commentary on cassette. (1979)

Open reel audio tapes 1978

Scope and Contents
Three 1/4 inch open reel audio tapes include Charles White interviews and LAA presentation of GSM's public relations through its art collection.
Historical Murals and Afro-American Art Collection Files 1948-2000

box 280

35 mm film undated
Scope and Contents
Two rolls of unlabeled 35 mm film.

box 280

Videotape
Scope and Contents
One VHS tape entitled Golden State Mutual's African American Art Collection.

box 280

Compact disc undated
Scope and Contents
One "GSM UCLA Art Collection" CD.

Publications 1925-2007
Scope and Contents
This series includes publications created by the Golden State Mutual Life Insurance Company. The majority of these publications were created with the Company's printing press at its Home Office.

box 281-284

Golden State Messenger 1942-1960
Biography/History
The Golden State Messenger was edited and published on a monthly basis by GSM for distribution to field and office staff and community stakeholders such as influential policyholders, editors of weekly newspapers, libraries, Negro colleges and the NNIA. This publication includes articles on Company news by William Nickerson, Jr., Norman O. Houston, Edgar J. Johnson and A.J. Williams, a "Woman of the Month" column by Verna A. Hickman, letters from policyholders and photos of employees and offices.
Scope and Content
Box 281: Materials include ten copies of The Silver Anniversary Messenger, one of which is bound. The bound issue includes typed descriptions from GSM's Public Relations Division concerning the Messenger's format, policy, readership, editorial organization, content, notes for reporters and a description of Mr. Goldie, a cartoon character created by artist Robert Guidi. (1942-1950)
Box 282: Materials include one bound set of Messengers. (1942-1954)
Box 283: Materials include issues arranged chronologically and housed in individual folders by month and year of publication. (1950-1959)
Box 284: Materials include issues arranged chronologically and housed in individual folders by month and year of publication. (1959-1960)
Processing Information
Box 282: The bound set of Messengers is fragile. Publications are detaching from binding and paper is brittle.

box 285

Inside GSM 1954-1978
Biography/History
Inside GSM was initially published monthly and later bi-monthly by the Public Relations-Advertising Division of Golden State Mutual Life Insurance Company's Home Office in Los Angeles. Its format changed over the years from a pocket-sized pamphlet to a black and white newsletter to a magazine with spot color. The editorial content was directed toward a readership of policyowners and employees. The September 1954 issue features a story on the Golden Rule Marble, a marble enclosed in a plastic box which each employee receives on the first day of work. The marble is inscribed with the following: Do unto others as you would have them do unto you.
H.O.T. 1956-1961
Biography/History
Home Office Topics (H.O.T.) was published twice a month by and for the Home Office employees of Golden State Mutual.

Biography/History
The Golden Pen was published monthly by the Home Office Public Relations Division for employees and associates of the Golden State Mutual Life Insurance Company.

Scope and Contents
Issues feature letters from the President, Service Anniversaries, News In Brief, photos and articles such as "A Close Up on Auditing" by Vice-President Controller Byron Beverly and the "Fickle Flight of Za-Za The Ugly," described as a "lightheaded lady transient" who served as a weekly rotating trophy for the Home Office unit coming up with the most leads each week of the Founders Month Leads contest.

Box 286: Materials include issues published between 1971 and 1976.
Box 287: Materials include issues published between 1977-1978, 1981-1982, a Winter 1987 issue, staff survey concerning the publication and scrapbook which includes issues from the 1970s through the 1990s.

The Golden Pencil 1978
Scope and Contents
Materials include Volume 1, Number 1-6 of this Home Office monthly publication for the employees, associates and friends of Golden State Mutual Life Insurance Company and a set of "The Man with the Golden Pen" logos for paste-up boards.

Biography/History
The Golden Voice was a General Agency Field Forces Newsletter published monthly and distributed to all Agency Personnel.

Golden State Guarantee Fund Insurance Company sales promotion publications 1925-1928
Scope and Contents
Materials include booklets, leaflets and brochures which promote sales for the Golden State Guarantee Fund Insurance Company.

Edgar J. Johnson's publications 1926-1962
Scope and Contents

Annual Statements 1928-1969, 1973
Biography/History
Copies of Annual Statements, renamed Annual Reports in 1947, were distributed to the policyowners and the public.
<table>
<thead>
<tr>
<th>Box Folder</th>
<th>Description</th>
</tr>
</thead>
</table>
| 288, 5     | **Golden State Mutual News Bulletin 1938-1940**  
  Processing Information: News Bulletins are brittle and may break when handled.  
  Biography/History: Issues of the Golden State Mutual News Bulletin were printed on newsprint and distributed monthly in the interest of policyholders, friends and employees. |
| 288, 6     | **Baby Book and Nursery Log circa 1940s-1950s**  
  Scope and Contents: Materials include a Baby’s Record Book and Nursery Log created by GSM and distributed to the public by GSM agents and representatives. |
| 288, 7     | **Historical Murals booklets 1949, undated, 2007**  
  Scope and Contents: Materials include five booklets with four different covers. |
| 288, 8     | **GSM October Honor brochures circa 1950s**  
  Scope and Contents: Materials include GSM October Honor and Complete the Picture brochures for a month long gross premium production competition in honor of Norman O. Houston, George A. Beavers, Jr. and Edgar J. Johnson, all born in October. |
| 288, 9     | **Teamwork Topics manuals circa 1949**  
  Scope and Contents: Materials include three copies of employee orientation manuals. The cover image is of a smiling Home Office building, walking arm in arm with GSM employees. Two copies are annotated by Verna Hickman. |
| 289, 1     | **Song Books undated**  
  Scope and Contents: Materials include four Golden State Mutual Life Insurance Company Song Books which feature songs such as Field Representative’s Prayer, Golden State Pep Song, Golden State is Marching On, I’m Going to Lay Down My New Business, Keep Smiling and Re-Vive Yourself. |
| 289, 2     | **The GSM Story circa 1950**  
  Scope and Content: Materials include four copies of The GSM Story which speaks to the Company’s foundation and future. |
| 289, 3     | **All-Year Awards booklets 1956-1959**  
  Scope and Contents: Four booklets including lists of winners. |
| 289, 4     | **Merry Christmas program circa 1959**  
  Scope and Contents: GSM Christmas program complete with stories and songs and a Three Wise Men “Greetings of the Holy Season” letterpress card. |
| 289, 5     | **Color By Number book circa 1950s**  
  Scope and Contents: Seven Destination: Tomorrow booklets which focus on the importance of education to children for their futures. |
box 289, folder 6  
**Produce and Show in Mexico booklets 1960**  
Scope and Contents  
Materials include four booklets with field representative sales data and performance ratings. The first two pages list employees bound for the forthcoming GSM conference in Mexico City.

box 289, folder 7  
**GSM brochures circa 1960s**  
Scope and Contents  
Materials include brochures for the following: Security Master Series, Man with the Golden Pen, Thriftlife and the Budget Master Protection Plan.

box 289, folder 8  
**GSM Principles and Objectives booklet 1962**  
Scope and Contents  
This booklet includes a foreword by Executive Vice President Edgar J. Johnson in which he describes building GSM within the framework of its principles and toward the achievement of its objectives. The foreword is followed by the Company's five principles, its long range objectives, short term objectives and objectives by department and/or function.

box 289, folder 9  
**The Torch newsletter 1963 July**  
Scope and Contents  
This 38th Anniversary issue of a Home Office newsletter includes the following articles: "38 Years and Evaluation" by President Norman O. Houston, "What was it Like in 1925?" by Executive Vice President Edgar J. Johnson and "Future Unlimited" by Chairman of the Board George A. Beavers, Jr.

box 289, folder 10  
**Housing Information Resources Directory 1964 November**  
Scope and Contents  
This reference guide of agencies providing services and information related to housing was prepared by the Los Angeles Region Welfare Planning Council and published as a public service by Golden State Mutual.

box 289, folder 11  
**Your Group Insurance and Retirement Income Plans booklet 1965**  
Scope and Contents  
This booklet begins with a letter from President Norman O. Houston and then describes the following insurance plans: Group Life, Accidental Death and Dismemberment, Medical Care and Retirement Income. This folder includes three of Verna Hickman's copies of the booklet.

box 289, folder 12  
**Philosophy and Objectives booklets circa 1966**  
Scope and Contents  
Materials include two copies of this booklet which opens with a letter from Chairman of the Board Norman O. Houston and then continues with an outline of GSM's basic philosophy and objectives.

box 289, folder 13  
**You and GSM handbook 1966-1969**  
Scope and Contents  
Materials include five copies of this handbook which was distributed to all new employees. One copy contains typed and handwritten notes from Verna A. Hickman and a message from Hickman to Helen E. Batiste.
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Title</th>
<th>Date</th>
<th>Scope and Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>box 289, folder 14</td>
<td><strong>The Founding and Development of Your Company 1967 June 21</strong></td>
<td></td>
<td>This four page corporate history includes an image of the Home Office on the cover and GSM's sunburst logo.</td>
</tr>
<tr>
<td>box 289, folder 15</td>
<td><strong>Rules and Regulations Governing Agents 1967</strong></td>
<td></td>
<td>This eleven page booklet was Verna Hickman's personal copy.</td>
</tr>
<tr>
<td>box 289, folder 16</td>
<td><strong>Watts Summer Festival Parade poster and leaflet 1968 August 11</strong></td>
<td></td>
<td>GSM sponsored this parade which featured the following Grand Marshalls: Mrs. Martin Luther King, Jr., Mrs. Malcolm X, and Mrs. Medgar Evers. The parade route began at Manchester and Central and continued down 103rd to Jordan High School.</td>
</tr>
<tr>
<td>box 289, folder 17</td>
<td><strong>Conference programs 1968 March, 1969 March, 1971 May</strong></td>
<td></td>
<td>Materials include Verna A. Hickman's copies of GSM Leaders' Roundtable Conference Programs. The Mexico City conference theme was &quot;With an Eye to Tomorrow,&quot; the Honolulu, Hawaii conference theme was &quot;GSM's Place in Black America&quot; and the Vancouver, B.C. theme was &quot;GSM: Going Places Together.&quot;</td>
</tr>
<tr>
<td>box 289, folder 18</td>
<td><strong>Funeral Insurance Bulletin 1969 January</strong></td>
<td></td>
<td>This bulletin was edited by Lamar O. Shipp and includes an introduction on January sales, ranking of general agencies based on premium income, highlights, leading agents for December and an agency directory.</td>
</tr>
<tr>
<td>box 289, folder 19</td>
<td><strong>The Door is Never Closed 1969 May</strong></td>
<td></td>
<td>This booklet details the grievance report and inquiry procedures for employees.</td>
</tr>
<tr>
<td>box 289, folder 20</td>
<td><strong>Booklets and programs circa 1970s</strong></td>
<td></td>
<td>Materials include &quot;Hello&quot; telephone courtesy booklet, Group Insurance: Firms and organizations serviced by GSM, Basketball Victory Banquet programs, All Year Awards programs, L.A. City Community High Schools Scholastic Achievement Awards program, We're Not the Biggest ... Nor the Oldest Life Insurance Company leaflet and The Case of the Comparative Paycheques booklet.</td>
</tr>
<tr>
<td>box 289, folder 21</td>
<td><strong>Local Angles 1970</strong></td>
<td></td>
<td>Materials include six issues of Local Angles, a bi-weekly newsletter published for the Los Angeles-area employees of Golden State Mutual.</td>
</tr>
<tr>
<td>box 290, folder 1</td>
<td><strong>A Case History of Insurance in Action undated</strong></td>
<td></td>
<td>This case history details the story of a gas tragedy victim in Houston, Texas and the protection his family received due to coverage from Golden State Mutual's &quot;family plan&quot; life insurance policy.</td>
</tr>
</tbody>
</table>
box 290, folder 2  The GSM Story 1972 January
   Scope and Content
   Materials include three copies of The GSM Story: A Brief History of the Founding and Development of Golden State Mutual Life.

box 290, folder 3  All Year Awards booklets 1972, 1973
box 290, folder 4  A Brief History...booklet 1974 January
   Scope and Contents
   Two booklets entitled, "A Brief History of the Founding and Development of Golden State Mutual Life," which recount the Company's history from its inception through 1974.

box 290, folder 5  Programs and invitations 1974-1978
   Scope and Contents
   Materials include the following programs: I Can Make A Difference, Long Range Plan Development Network: Into the 80s, Los Angeles Mid-City High Schools Scholastic Achievement Awards, L.A. City Community High School Awards and All Year Awards 1976 as well as invitations for Betty Griffin in concert the Bonaventure Hotel and cocktails at Ivan and Phillippa Houston's home.

box 290, folder 6  Programs and brochures 1977-1978
   Scope and Contents
   Materials include programs for the following: Leaders Roundtable Business Conference in New Orleans, GSM's Annual All-City Victory Banquet and Leaders Roundtable Business Conference in Las Vegas. Brochures include GSM's New 7 Star Hospital and Surgical Plan, Christmas Sure Has Changed with prose from Estelle McKnight of Accounting and the 53rd Annual Report to Policyowners. Materials also include a Founders Month 1975 tri-color booklet that folds out into a poster.

box 290, folder 7  GSM in the News 1978 April
   Scope and Contents
   Materials include four copies of the Sepia reprint, "Biggest Black-Owned Business in the West: Golden State Mutual Has More Than $2 Billion Insurance in Force."

box 290, folder 8  Brochures and pamphlets circa 1980s-2000s
   Scope and Contents
   Materials include brochures and pamphlets on the following: Benevolence Plan, Annuity Investment Plans, Investing For Your Child's Education, Living Benefit Rider, 10 Minute Analysis of Your Financial Needs, Flexible Retirement Annuity, Century Term 20 Life Insurance and Flexible Annuities for Savings and Education. Some of these brochures and pamphlets are also translated into Spanish.

box 290, folder 9  Black Insurance Pioneers circa 1982
   Scope and Contents
   Materials include two booklets produced by Golden State Mutual to document the achievements of Black-American insurance pioneers and companies.

box 290, folder 10  Dr. Martin Luther King, Jr. booklet 1983
   Scope and Contents
   Four copies of Dr. Martin Luther King, Jr.: The Dreamer booklet, a collection of poetry and prose by GSM employees, include a poem by Chairman and Chief Executive Officer Ivan J. Houston and the April 9, 1968 "the funeral of martin luther king, jr." poem by Nikki Giovanni.
box 290, folder 11  **Black History Month booklet 1984**  
**Scope and Contents**  
This booklet is a collection of poetry and prose by GSM employees and other authors.

box 290, folder 12  **Founders Month: A Piece of GSM History 1984**  
**Scope and Contents**  
This Founders Month "On to Jamaica" booklet reprints an excerpt from "Anecdotes and Pet Phrases of William Nickerson" written by a former GSM Agency Director, A.J. "Kelly" Williams in March 1950.

box 290, folder 13  **The Benevolence Plan booklet circa 1985**  
**Scope and Contents**  
This booklet describes GSM's Benevolence Plan for churches and church members.

box 290, folder 14  **Anniversary Celebration programs 1993 August 8, 1994 August 27**  
**Scope and Contents**  
Materials include GSM's 68th Anniversary Reunion Celebration program and GSM's 69th Anniversary Celebration program.

box 290, folder 15  **75th Anniversary Dinner program 2000 July 23**  
**Scope and Contents**  
Materials include GSM's 75th Anniversary Dinner program which documents greetings from L.A. City Councilwoman Rita Walters, a speech by L.A. County Supervisor Yvonne Brathwaite Burke and a reminiscence by Ivan J. Houston.

box 290, folder 16  **Brochures and booklets 2002**  
**Scope and Contents**  
Materials include "Life" and Golden Shield Hospitalization Plan booklets and the following brochures: Mortgage Protection Plan and Select Century Series.

box 290, folder 17  **People Making History...booklet 2003**  
**Scope and Contents**  
This People Making History: In Their Families, Businesses and Communities booklet was produced in honor of Black History Month and includes writing by GSM employees who share some of their "proud moments."

**Scope and Content**  
This series includes architectural drawings for the GSM Home Office and the following District Offices: San Diego, Sacramento, Oakland, and Los Angeles Central. This series features drawings by prominent African American architects such as Paul Revere Williams and Clyde H. Grimes.

Biography/History
The Golden State Mutual Life Insurance Company Home Office building located at 1999 West Adams Boulevard was designed in the Late Moderne style by architect Paul Revere Williams. A native of Los Angeles, Williams made history in 1923 when he became the first African American architect admitted to the American Institute of Architects. Williams designed 3,000 buildings during his career which spanned five decades. Many of these structures are Los Angeles landmarks of African American cultural heritage. This GSM Home Office building was designated as a City of Los Angeles Historic Cultural Monument in 2011.

Scope and Contents
Materials include architectural drawings for the custom-built Golden State Mutual Life Insurance Company Home Office located at 1999 West Adams Boulevard.
Box 291: Three rolls of architectural drawings designed by Paul Revere Williams. (1947, 1948)
Box 292: One roll of architectural drawings designed by Paul Revere Williams. (1948)
Box 293: Materials include six rolls of drawings: One roll designed by Structural Engineer M.K. Goldsmith (April 23, 1948), one roll designed by architect Clyde H. Grimes (June 1, 1960), one roll dated June 20, 1965, two rolls designed by Ivan A. Houston (July 9, 1973 and November 1973) and one roll designed by Kenneth L. Watts and dated June 28, 1978.

San Diego District Office 1960, 1961, 1975

Biography/History
Construction on the Golden State Mutual San Diego District Office began in 1960 and in 1961 the doors opened at 3796 Ocean View Boulevard for its dedication, ribbon cutting and open house celebration. This building was designed by Clyde H. Grimes, a member of the Tuskegee Airmen during World War II who graduated from the University of California, Berkeley, with a degree in architecture and operated his own practice for more than two decades before serving as California's deputy state architect and later, the City of Oakland's architect. In March 2007, President George W. Bush presented surviving Tuskegee Airmen, including Grimes, with the Congressional Gold Medal, the nation's highest civilian honor.

Scope and Contents
Materials include two rolls of drawings designed by architect Clyde H. Grimes in 1960 and 1961 and one roll designed by Ivan A. Houston.

Sacramento District Office undated

Scope and Contents
Materials include one roll of drawings for the Sacramento District Office located on 1st Avenue at Alhambra. Photos of this building's exterior may be found in box 71 in the general "Photos of District Offices" file and photos of the interior may be found in the "Sacramento" file.

Oakland District Offices 1968, 1969

Scope and Contents
Materials include two rolls of drawings by architect Clyde H. Grimes for the Oakland District Offices located at 4844 Telegraph Avenue. These offices opened on May 15, 1970 and served policyowners in the East Bay Area. Files for the Oakland District Offices may be found in box 70 and include photos of the 1969 groundbreaking, Grimes' rendering of the building and actors Lorenzo Tucker and Clarence Muse visiting the offices.
Box 294: One roll of drawings by architect Clyde H. Grimes. (1968)
Box 295: One roll of drawings by architect Clyde H. Grimes. (1969)
Los Angeles Central District Office 1971, 1987

Biography/History

This building’s previous address was 4111 Central Avenue. It is the building where GSM established its first Home Office. Ivan J. Houston explained that the streets on the eastside (East of Main Street) were renumbered in the early 1930’s. Since the Home Office of the Company stood on Central Avenue between 42nd Place and 43rd Street, not 41st Street and 42nd Street, its address was changed from 4111 to 4261.

Scope and Contents

Materials include three rolls of drawings by architect Clyde H. Grimes for the Los Angeles Central District Office located at 4261 South Central Avenue. Photos of this building may be found in box 61 and 62.


Scope and Content

This series includes awards such as certificates, plaques and resolutions and memorabilia such as a Home Office guest register, an engraved trowel and scissors from the Home Office opening, service pins, church fans, neck ties, posters, collages and Golden Rule marbles.


Scope and Content

Award formats include certificates, citations, plaques, plates and resolutions.

Box 297: Materials include National Insurance Association certificates for outstanding public relations tools, George A. Beavers, Jr.’s certificate of appointment to the Housing Authority of the City of Los Angeles signed by Mayor Fletcher Bowron, Life Insurance Advertisers Association Awards of Excellence, Community Health Award, Community Chest Awards, Los Angeles County Heart Association Certificate of Appreciation, Handicapped Placement Center of Los Angeles Certificate of Appreciation for Outstanding Service to the Handicapped, Mount Logan Grand Lodge Award of Merit to Norman O. Houston, Our Authors Study Club Certificate of Merit, United Crusade 3rd Award plate, Los Angeles City Council Resolution in honor of GSM’s 34th Anniversary signed by all council members including Edward R. Roybal, Golden Pen Award to Benjamin E. Mays, GSM citation of honor for outstanding achievements and representation of the citizens of Los Angeles to world champion pugilist Henry Armstrong, City of Los Angeles and Private Industry Council Outstanding Job Training Partnership Act Award signed by Mayor Tom Bradley and a file of GSM award specimens (1938, 1941, 1945-1966, 1979-1980, 1991, undated).

Box 298: Materials include Norman O. Houston’s University of California Regents Bachelor of Science Degree plaque (June 17, 1948).

Box 299: Materials include a George A. Beavers, Jr. appreciation plaque signed by the Home Office employees and a Seasons Greetings to George A. Beavers, Jr. plaque signed by his Home Office colleagues (October 28, 1966, 1970).

Box 300: Materials include Norman O. Houston’s National Recreation and Parks Association Board of Trustees appointment certificate, Los Angeles City Council Resolution of commendation to George A. Beavers, Jr. for his outstanding service to the community, Norman O. Houston’s Honorary Citizen of Dallas, Texas certificate and Senator Diane E. Watson’s California State Senate Rule Committee Resolution of congratulations and commendation to GSM on its 64th Anniversary (1968, 1974, 1989).
Box 301: The Home Office guest register includes signatures and addresses of visitors such as J.H. Jackson, Hale Woodruff, Booker T. Washington III, Ethel Ray Nance, Mrs. Marion Jones and Paul Robeson (1950-1958).

Box 302: Materials include the engraved trowel from the Home Office cornerstone laying dedication on August 23, 1949, the scissors used for the Home Office ribbon cutting ceremony, Home Office open house souvenirs such as matchbooks, sewing kits and hand lotion pillows, Honor Pin samples, GSM address books, key chains, first aid kits, tie pins, 75th Anniversary stickers, buttons, Golden Rule marbles, a GSM analog clock, bottle opener, Directors broach, bracelet, Ivan J. Houston signature stamps, keychain and paperweight and pins for the following: Roundtable Member, Millionaire Leaders Roundtable, Executive's Club, President's Club, Chairman's Club and the NIA.

Box 303: Materials include GSM "Peace of Mind and Security" wooden pencil holders, "Take the Strain Off Your Insurance Needs" plastic strainers, address labels, vinyl briefcases, "We're Creating Millionaires" golden bumper stickers, "100% Satisfaction is the Rule" rulers, GSM magnifying ruler, "An Extra Inch of Protection" ruler, check holders and a pocket-sized vinyl covered address book.

Box 304: Materials include GSM neck ties, book bags, a banner, a baseball cap, a Loomis Armored Car Service cash deposit bag for the Bank of America on 15th and Broadway and church fans with images of the following: Mahalia Jackson, The Last Supper, Juneteenth Black History Month freedom collage, Black National Anthem lyrics, GSM starburst logo and "Together Again" with Martin Luther King, Jr. sitting in front of the Holy Bible and a portrait of his mother.

Box 305: Materials include the following posters: John Fitzgerald Kennedy Inaugural Address sent to GSM from the Office of Augustus F. Hawkins, Famous Black American Entertainers Part I and II, 2nd World Black and African Festival of Arts and Culture, Martin Luther King, Jr. Holiday Legislation Remarks of President Ronald Reagan and Mrs. Coretta King, Crispus Attucks, Martin Luther King, Jr. "I Have A Dream" designed by Avery Clayton, Black Art: An International Quarterly and MLK January 15.

Box 306: Seven photo collages include images of George A. Beavers, Jr. at Dodger Stadium, the GSM Art Collection and employees at the Home Office, aboard the Queen Mary, at conferences and celebratory dinners.

Box 307: Two "Founders Month" posters include images of George A. Beavers, Jr., William Nickerson, Jr. and Norman O. Houston above the following words: "They sowed the seed; ours the job to reap the harvest. Dedicated to these three men who caused Golden State Mutual Life Insurance Company to come into being, thereby creating a legacy for untold numbers of their fellow men."