

Collection #
M 0763
OMB 0086
CT 0960

BETSY TOY HALL PAPERS, CA. 1860S–2001

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Processed by

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26 July 2002

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April 2014

Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION: **Manuscript Materials:** 4 document cases, 1 oversize manuscript box, 1 cassette tape
Visual Materials: 2 photograph boxes, 1 OVA photograph box, 1 OVB photograph box, 1 color photograph box, 1 OVA color photograph box, 1 photograph album, 1 OVA glass box, 1 4x5 slide box
Artifacts: 17 artifacts

COLLECTION DATES: Ca. 1860s–2001

PROVENANCE: Betsy Toy Hall, Indianapolis, Indiana, 1990; 2001, Rosanna Hardin Hall, Indianapolis, Indiana 2002, 2008

RESTRICTIONS: Researchers must request slides a day in advance. The slides may then be viewed with assistance of library staff.

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ALTERNATE FORMATS: None

RELATED HOLDINGS: None

ACCESSION NUMBER: 1990.0153, 2001.0841, 2002.0363

NOTES:

BIOGRAPHICAL SKETCH

Betsy Toy Hall was born Betsy Smith Toy on 28 April 1911 in Maysville, Kentucky; the only child of John Hubbard Toy (20 Jan. 1878–13 July 1949) and Rose Moberley Hall (d. 11 April 1969). John H. Toy established the Rex Health and Accident Insurance Company in Vincennes, Indiana, in 1912 and moved the company to Indianapolis in 1913.

The family lived at 698–700 Middle Drive, Woodruff Place in Indianapolis. Betsy was raised with the knowledge that she would succeed her father as the president of the business. She graduated from Tudor Hall in Indianapolis and attended Weylister Business College in Milford, Connecticut. When John H. Hall died in 1949 Betsy became vice president and later president of the company, then known as Rex Underwriters.

Betsy married William Snyder Hall in 1933. Two children were born to that union: Rosanna Hardin and Bettie (1936–96). The couple lived in Texas during the 1930s and later returned to the family home in Woodruff Place. The couple divorced in the 1950s.

In Indianapolis she was a member of the Woodstock Club, the Indianapolis Athletic Club, the Propylaeum, the Parent's Association of Tudor Hall, the Junior League, and the Daughters of the American Revolution, Caroline Scott Harrison Chapter. She also served on the Governor's Youth Council for the State of Indiana. Her hobbies included acquiring and refurbishing old properties. She owned real estate in Indianapolis and a Holstein cattle farm, "Sunbright," near Lexington, Kentucky.

Rose Moberley Toy (d. 1969) was a native of Richmond, Kentucky. She was chairman of the Girl Scout Little House in Indianapolis, served on the board of directors of the Marion County Girl Scouts, and was a member of the Carolyn Scott Harrison Chapter of the Daughters of the American Revolution.

Established in 1912, the Rex Health and Accident Insurance Company sold life, accidental death, disability, polio and hospital insurance, and policies for maternity benefits. Located at 319 North Pennsylvania Street in Indianapolis, it had branch offices in Anderson, Columbus, Edinburg, Evansville, Kokomo, Marion, Muncie, New Albany, and Terre Haute. Rex salesmen worked on commission and focused their Indianapolis business in the African American neighborhoods. Agents visited homes weekly or monthly to collect insurance payments. The company became the Rex Insurance Company Incorporated in 1954 and was sold to the Society National Life Insurance Company of Indiana in 1978.

Betsy Toy Hall died on 2 January 2002. She is buried in Richmond (Kentucky) Cemetery.

Sources:

Material in the collection;

"Rex Insurance President Betsy Hall Led Preservation of Woodruff Place." *Indianapolis Star*, 3 January 2002.

SCOPE AND CONTENT NOTE

The collection is divided into three series.

Series 1: The Rex Insurance Company: includes business records of the Rex Health and Accident Insurance Company and the Rex Insurance Company dating from the 1930s to 1978. This material includes statements, incorporation papers, memos, by-laws, and correspondence.

Memos dating from 1954 are primarily communications from Betsy Toy Hall to employees of the Rex Insurance Company. The memos include holiday greetings and inspirational notes. An item dated 1960 pertains to an attempt by certain employees to join a union. In many of these employee memos, Betsy Toy Hall refers to staff as members of the “Rex Family.” Other material relating to Rex employees includes advertising jingles written by staff members, and group photographs of staff at annual meetings and holiday parties.

Series 1 also contains material related to promotional activities of Betsy Toy Hall on behalf of the Rex Insurance Company. Rex entered floats in the Indianapolis 500 Festival Parade from 1960 to ca. 1970, sponsored “Lap 77” at the Indianapolis 500 race in the 1960s and 1970s, and sponsored cars in the annual All American Soapbox Derby in Indianapolis in the early 1960s. Material related to these events includes clippings, photographs, and correspondence. The correspondence includes letters from George Foreman, Mario Andretti, and Johnny Rutherford. Images of the 500 Festival Parades include slides of George Foreman on the 1969 parade float. Artifacts in this series include badges worn by 500 Race sponsors and ephemera advertising the Rex Insurance Company.

Series 2: Betsy Toy Hall, Personal: consists of material related to Betsy Toy Hall’s family life and volunteer activities. Manuscript and printed material in this series consists mainly of correspondence and promotional material related to the 1956 Community Chest drive and the Junior League of Indianapolis (ca. 1920s to 1985). Certificates and citations presented to Betsy Toy Hall date from the 1930s to the 1990s. These concern her involvement with business groups and charities, including the Indianapolis Chamber of Commerce, the March of Dimes, and the United Fund.

Photographs in this series include unidentified cartes-de-visite dating from ca. 1860. These may be images of the Moberley or Smith families. Other photographs include Rose Moberley as a child and a young adult, and John H. Hall, ca. 1890–ca. 1910. Photographs of Betsy Toy Hall date from 1911 to the mid 1990s. Images of Hall as a young child show her at the family farm near Maysville, Kentucky, and at Woodruff Place in Indianapolis. One album (ca. 1914–ca. 1923) includes a photograph of Hall with Governor Edwin P. Morrow of Kentucky.

Photographs made after Betsy Toy Hall’s marriage to William Snyder Hall include portraits of the Hall children, Rosanna and Bettie made during the 1930s and 1940s, the

Hall family at home in Fort Worth, Texas and at Woodruff Place, relaxing at the Woodstock Club in Indianapolis, and attending the Indianapolis 500 Mile Race. The Woodruff Place images are exterior photographs that include the home at 698–700 Middle Drive. The images include Bettie and Rosanna Hall posed with African American domestic workers.

Rosanna Hall made a scrapbook for Betsy Toy Hall's 80th birthday in 1991. The photographs document a visit to Hall's Bluegrass farm, "Sunbright" near Lexington, Kentucky. Other photographs of "Sunbright" include a series of color photographs made by Brian Harbison in 2000. These images detail architectural and landscape features of the estate, including statues, columns, and gardens.

Clippings in Series 2 from the 1930s to the 1990s document Betsy Toy Hall's personal activities and as a member of the Parent's Association of Tudor Hall, the Junior League, the Daughters of the American Revolution, and other groups. The newspaper clippings from the 1960s are focused on Hall's interest in architectural salvage and neighborhood restoration.

Indiana Historical Society archivist, Pamela Tranfield interviewed Betsy Toy Hall in September 2001. In the interview Hall she discusses growing up in Woodruff Place and her activities as president of the Rex Insurance Company. A cassette of that interview and a transcript are available in the collection.

Series 3: Rose Moberley Toy: consists of material accumulated by Rose Moberley Toy. The items include a receipt book from the Metropolitan Life Insurance Company (1912), clippings and printed material from the Indianapolis and Marion County Girl Scout Council (ca. 1930s), and Christmas cards and printed material from ca. 1900 to ca. 1950s.

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Series 1: Rex Insurance Company, ca. 1930s–1978

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For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:
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2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, M 0763).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.