

Allstate Insurance 'Open House' at New Offices Today

Top Officials In Salem for Ceremonies

Open house ceremonies are being held today for Allstate Insurance Company employees and their families at Allstate's new regional office at 198 S. Commercial St.

On the day's schedule was a 10 a.m. unveiling of bronze tablets at the new two-story building which is on the site of Salem's first store.

Today's ceremonies mark the midpoint of a busy week of travel for five Allstate executives present at the function.

Attending an open house Monday for the company's office at Vancouver, B.C., were Calvin Fentress Jr., president; Judson B. Branch, senior vice president; Henry S. Moser, vice president and general counsel; A. E. Epethe, vice president-public relations; and E. A. Frederick, Pacific Coast Zone vice president.

Leaving for California following the Salem open house, they will go to Pasadena, Calif., to participate in open house ceremonies at the company's new building there on Jan. 20.

The Salem regional office was first opened for business several weeks ago.

"This is a busy but extremely interesting and worthwhile week for all of us," Fentress said. "It is giving us a fresh look at the vital Pacific Coast region, all the way from Canada to California."

"We note that the entire area shows evidence of tremendous growth and expanding industry. Allstate's growth on the Coast has kept pace with population and business increases. We expect a bright future for the Pacific Coast and additional open houses for Allstate as the years go by."

A ceremony held in Salem on Sept. 29, 1931, is being repeated today with the unveiling of two bronze tablets marking the site of the first store in Salem.

The original tablet was unveiled in 1931, on the building recently razed to clear the way for the office building, by Glenn Cox, a great-grandson of Thomas Cox. The following story is inscribed on the tablet:

FIRST STORE BUILDING SITE

Thomas Cox arrived in Salem in the Fall of 1847 with a stock of merchandise he had brought in wagons from Wilmington, Ill. He first lived and had this stock in the Judson house about 950 feet to the northeast.

During the winter of 1847-48 he built the first store building in Salem and on the northeast corner of Commercial and Ferry Streets and here conducted the first store.

Here also was the first post office in Salem.

Gift of Dr. Barker

The first tablet was the gift of Dr. Burt Brown Barker, great-grandson of Thomas Cox, and several other descendants of Thomas Cox. Dr. Barker first conceived the idea of such a tablet after listening to the stories about the Cox party crossing the plains, as told by his uncle J. Henry Brown, who at 10 years of age had made the journey. As the story goes, some time after arriving here with the wagons, Thomas Cox decided that facilities for the storage and sale of his goods were inadequate and he sought a suitable location for a store. He decided that the corner now marked would be a leading spot in Salem's future and an excellent location for his store.

Barrett Gives Plaque

Some time after the ceremony in 1931, Chester Cox, great-grandson of Thomas Cox, came across a picture of the original store building which he had found in an issue of a 1840 and Bush bank brochure. It then became Dr. Barker's desire to some day have an additional bronze tablet made to show the likeness of the original store.

Now after the passage of almost a quarter of a century this second marker has been made.

The plaque of the building is a gift of the Allstate Insurance Company, through Bailey Barrett, resident manager.

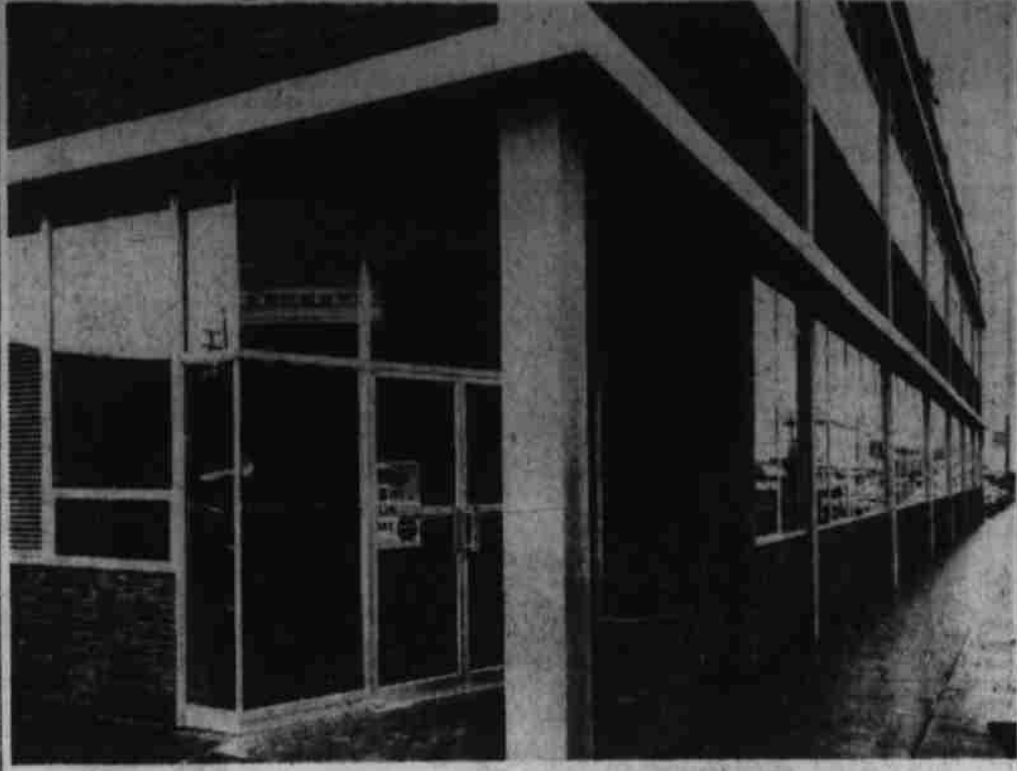
Elmer Berg, newly elected president of the Chamber of Commerce, recounted this week that "Henry Crawford was president of the Chamber of Commerce in 1931 and he took part in the ceremonies marking this site with the original tablet. . . . We are interested in the history of the commercial development of Salem and in perpetuating important landmarks of government and commerce. The four corners at South Commercial and Ferry are perhaps the most significant corners in Salem's history."

You: A Attraction Seen

"The Chamber of Commerce is happy to sponsor this ceremony and to have these markers identify that corner as an important part of the history of Salem. We will strive to have each of the three remaining corners similarly identified with the past. This one, it will undoubtedly become one of the major tourist attractions of our city."

Those named to take a direct part in the unveiling exercises included Mayor Robert F. White; Calvin Fentress Jr., president, Allstate Insurance Company; Dr. Burt Brown Barker, vice president, University of Oregon; Elmer Berg; William Hammond and Bailey M. Barrett, Allstate Insurance Company.

Building Attractive Addition to Salem



The new Allstate Insurance Building at the corner of Ferry and South Commercial Streets is an attractive addition to the downtown Salem business picture. It is on the site of Salem's first store.

Rapid Growth Cited Since Firm's Start

On April 17, 1931, Allstate Insurance Company was incorporated in the state of Illinois with \$350,000 in capital and \$350,000 in surplus. It occupied a 1,500 square foot area in the Sears administration building in Chicago and had a staff of 20. It was identified as Department 709 of Sears Roebuck and Co.

The rest is business history. Allstate, which celebrates its 25th anniversary on April 17 of this year, is declared to have outstripped all competition to become first in its field. It has ventured into new fields of personal liability and residential fire insurance. It has more than 2,700 trained and licensed agents, backed by a staff of 8,300 serving in 25 regional offices in the United States and two in Canada, and nearly a thousand service offices.

President



Calvin Fentress Jr., President, Allstate Insurance Company

Profit-Share Plan Covers Allstate Folk

Employees of the Salem regional office of Allstate Insurance Company, which is holding an open house today, are among 123,000 employe-members who share in the \$635,000,000 profit sharing fund of Sears Roebuck and Co.

As employees of Allstate, a wholly-owned subsidiary of Sears, the Salem staff takes full part in Sears famed profit sharing plan. The employe fund owns more than 26 per cent of Sears stock and is now the largest single stockholder of the company.

Employe-members deposit five per cent of their wages into the fund each year, up to \$500. The company contributes an established percentage of its profits which are credited to members on the basis of contribution and length of service. More than \$84,000,000 now in the fund represents deposits by employes.

Vice President



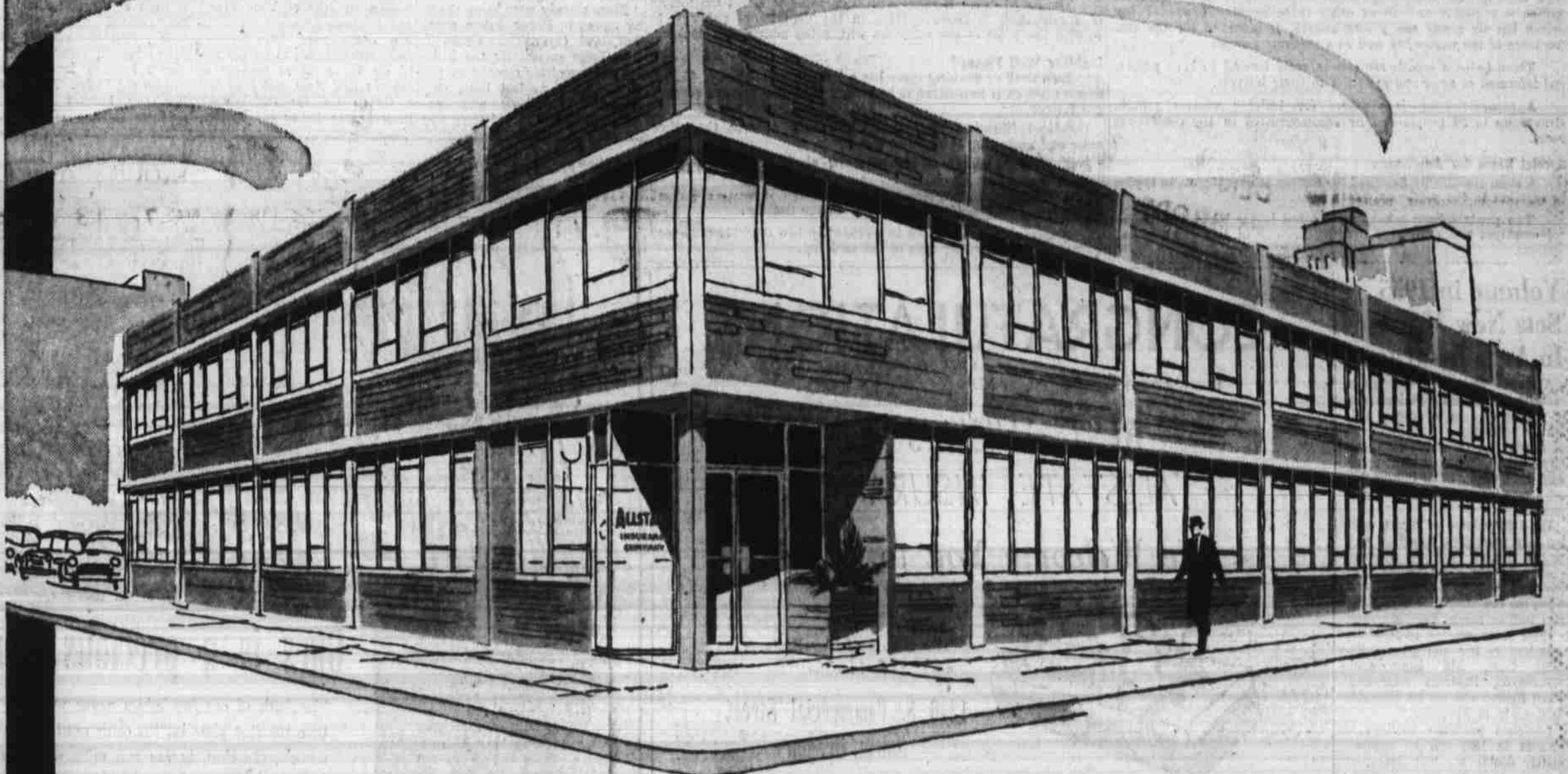
Judson B. Branch, Senior vice president, Allstate Insurance Company

SALEM PROJECT

Salem contractors Viesko & Post constructed the new Allstate Building, and James L. Payne of Salem was architect.

A building dedicated to

Service . . .



formally opens today as Allstate Insurance Company's

new Salem Regional Office

When you step inside Number 198 South Commercial Street you'll see why this new Salem Regional Office is truly dedicated to service.

Now, with our better location and greatly improved facilities, we can give even better service to our many thousands of policyholders in the Salem area.

The building itself represents the finest in design, materials and construction. Inside, the most modern business equipment and pleasantly congenial working conditions assure fast, efficient handling of claims and sales by highly-trained people.

In all these important respects, this building is typical of the

many new facilities being opened throughout the United States and Canada to keep pace with Allstate's spectacular growth. For service is one of the most important reason why Allstate, founded by Sears, has become the world's largest auto insurance company based on latest available direct written premium figures.

YOU ARE CORDIALLY INVITED to visit us in our new home. Come in and meet the men and women who handle your insurance needs—the people who put true meaning into that word service.

You'll see why more than 3,000,000 policyholders find real peace of mind in the promise . . . You're in good hands with Allstate.



You're in good hands with . . . **ALLSTATE** INSURANCE COMPANY

STOCK COMPANY PROTECTION

Founded by Sears. Assets and liabilities distinct and separate from the parent, Sears, Roebuck and Co. Home Office: Skokie, Illinois.