



POTATO PICKIN' TIME—It's potato picking time in central Oregon and these Redmond ladies are shown digging their entries for Oregon's third annual Potato Festival, to be held at Redmond Sept. 24. The harvest trio, complete with burlap vests, is, from left, Mrs. Robert Weigand, Mrs. Robert Hostetler and Mrs. Verden Fultz. (UPI Telephoto)

Changing Names of Projects in Oregon Lost in Shuffle

By A. ROBERT SMITH
Mail Tribune
Washington Correspondent
Washington (Special) — All those proposals made in Congress the past year for changing the names of various Oregon public works in honor of designated political figures were lost in the shuffle.

The one that got the farthest a long was the idea of naming a dam for the late Douglas McKay. It almost made it, but was killed off in a partisan manner.

Then there was the idea of naming the Oregon Dunes National Seashore after its first proponent, Sen. Richard L. Neuberger. But inasmuch as Congress didn't get around to acting on the seashore legislation this year, nothing was done about determining a formal name.

There was no visible opposition to placing Neuberger's name on the dunes park, although there was vocal opposition to the park itself by any name. The Neuberger park bill was introduced by the assistant party leaders of the Senate, Sens. Mike Mansfield (D-Mont.) and Thomas Kuchel (R-Calif.), shortly after the Oregon senator died last February.

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When Mrs. McKay indicated she preferred that Detroit dam, closer to McKay's home at Salem, be the one rather than Green Peter, this modification was made in the House Public Works committee after long delay. Rep. Edith Green (D-Ore.), while not enthusiastic about the proposal, gave it her clearance when House leaders checked to determine her attitude.

Icebox Treatment
But the bill had to be returned to the Senate because the House had modified the bill by changing the dams. Attached to it, also, was a proposal advanced by House Democrats to rename a lock in the St. Lawrence Seaway for Rep. John A. Blatnik (D-Minn.), who is not only very much alive but is a member of the committee which tack-

Thriving Insurance Business Started In One-Room Office

Dallas, Tex. — (UPI) — On a wintry January day in 1935, Travis T. Wallace founded the Great American Reserve Life Insurance Co. in a \$20-a-month, one room office.

"We had one secretary fresh out of school, \$500 in assets, and no premium income," he recalls.

On its 25th anniversary this year, Great American could boast \$19.5 million assets, \$10 million premium income and 450 employees scattered over eight states.

In a little more than 35 years, Wallace went from soda jerk to insurance salesman to president of his own company.

Wallace, who at 56 shows his age only by a receding hairline, was the oldest of seven children born to an Oklahoma tenant farmer.

Followed Wheat Harvest
After finishing high school at 17, he took a job following the wheat harvest from Texas to Kansas.

"When the wheat harvest played out in Great Bend, Kan.," he said, "I took a job as a soda jerk. I met a girl who was taking a correspondence course in insurance and got interested in it."

"But what really convinced me to go into the business was when my boss slipped one day and hurt his back. He

had an accident policy which he collected on and this seemed the greatest thing in the world to me at the time, so I got a job selling insurance.

"Twelve years later, I decided it was time to put some of my own ideas into operation and start my own company," Wallace said.

Wallace and C. O. Hambleton, who is now board chairman, organized the company by re-licensing a dormant firm. They operated as a mutual assessment company in the accident and health insurance field and in 1943 added life insurance coverage.

The dollars and cents growth of Great American has been rapid, but it only tells a part of the company's story. Through Wallace's leadership, the company has pioneered many innovations in the insurance field.

"A company can grow only if it has a personality," Wallace said, "and this personality can only be created by capitalizing on innovations which benefit both customers and employees."

Discontinued Practice
As Wallace developed Great American's corporate image he began the bank draft authority method of premium payments, sent salesman all over the south, and discontinued the practice of canceling health policies because the insured's health deteriorated.

He gave his salesmen a level draw against commission and stabilized their incomes and started an auto insurance policy with premiums payable monthly.

To insure that his employees had a share in the company he started a plan in 1937 so each could buy stock on a basis of position and length of service.

"An organization can not grow unless the employees have a great interest in it and feel they are a part of it," he believes.

An important step for the company was taken last year when Wallace moved Great American into the fire and casualty field.

As for future growth, Wallace says he has a 10-year plan which should push Great American's insurance in force to more than one billion dollars, compared with \$250 million today, and a premium income of more than \$40 million.

Burglars Break Into St. Paul High School
St. Paul, Ore. — (UPI) — Burglars broke into St. Paul High school Wednesday night and attempted to open an office safe but failed. John Zabinski, chief criminal deputy for Marion county, said nothing was taken from the school.

The break-in was reported about 7:15 a.m. today by a custodian. The safe was empty except for some papers and lunch tickets, Zabinski said.

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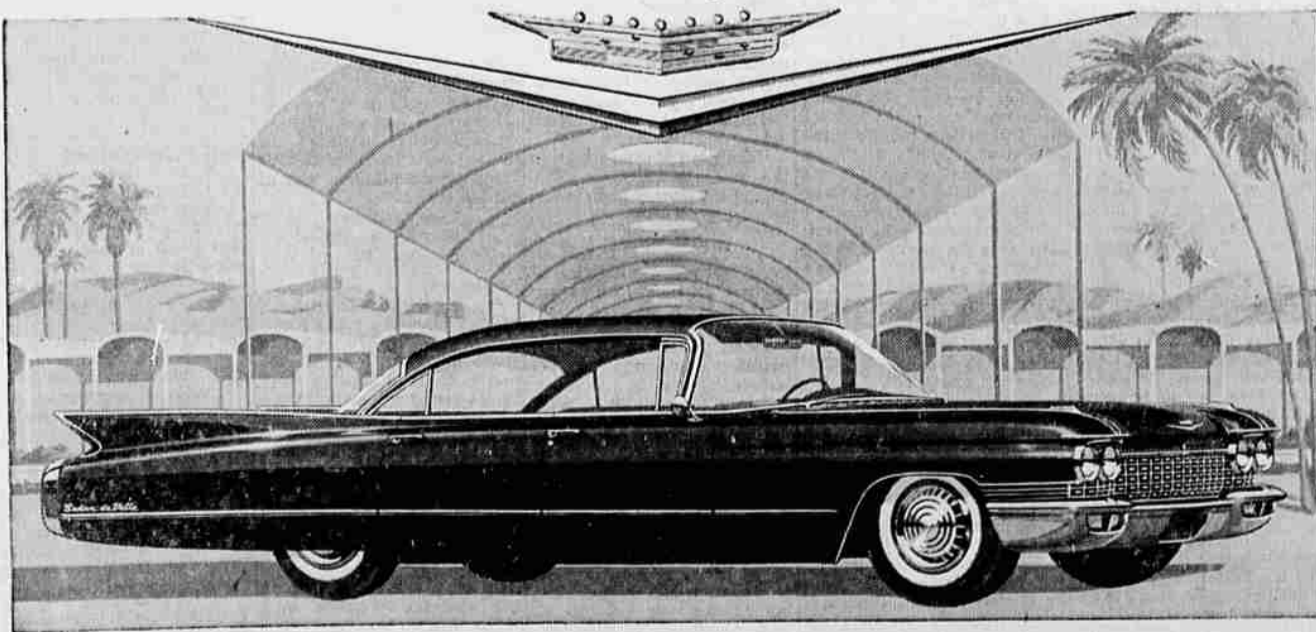


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