

# Spring 2022 Special Issue #2



**We Protect Your American Dream!**



## SURROUNDED BY HISTORY

### Digging deeper into the American Insurance story

Old photographs, newspaper clippings, advertisements, documents, digital photos and records – telling a story spanning 100-years is a challenge! The famous American author, Carl Sandburg wrote, “Life is like an onion; you peel off one layer at a time, and sometimes you weep.” As you peel away each layer, the story becomes deeper, more detailed, more complex and for the curious, more interesting. But, we understand that most of us only have the time or the interest for the surface layer – just the who, what, where and dates of major events. Others may want a more detailed picture to understand what shaped the life and times of past generations, who the major players were in building up our early local community and economy, and why people do what they do. You might even find a picture of one of your relatives!

**INSIDE THIS ISSUE:** In this 100<sup>th</sup> Anniversary Special Issue #2, we remember **THE PLANTER – Frank “Sully” Sullivan (2<sup>nd</sup> Generation 1946 to 1996)**. Beginning on Page 2, you can read more personal details about Sully’s early life, his military service and how he contributed to the growth and continued success of American Insurance. On page 3, we look at

the Civic and Community Service that was the common effort of Sully’s generation to help make Lewiston a busy, fun and great place to live and raise a family. And, finally on page 4, a funny story that helps describe a typical encounter with Sully.

## THE AMERICAN INSURANCE STORY – DIGGING DEEPER

Depending on your level of interest, you can choose shorter or longer stories in video, audio, newsletter or on-line versions at your convenience. We invite you to visit our website at [www.Am-Ins.com/100years](http://www.Am-Ins.com/100years) where we post new stories all year.



## Our 5th Annual Shred Week Event is April 11-15

We invite our customers to bring their sensitive personal and confidential documents for our free indoor shredding event. Deposit your documents at both American Insurance offices in a locked, secure bin to protect your American Dream.

**WHEN?** 8:30 a.m. to 4:30 p.m. April 11-15 at both American Insurance offices (55 Southway Ave., Lewiston; 604 S. Washington St., Moscow) except that our Moscow office closes 12-1 each day for lunch.

**WHAT?** Anything with personally identifiable information that you need to shred.

**QUANTITY?** Limit is one box (banker box size) or about 20 lbs. by weight of paper records per person or household address, or 2 boxes or about 40 lbs. by weight for our business clients.

**RESTRICTIONS?** Please remove steel binder clips or thick metal clips but staples and regular paper clips are OK.

**QUESTIONS?** Contact Stephanie Herbert in our office at (208) 413-6242 or at [Community@am-ins.com](mailto:Community@am-ins.com) for more details.



## History Mysteries Quiz #2

New Quiz! Past winners can enter and win again. Be in the first 100 people to answer these 4 questions correctly to receive a prize! Complete this below or online at [www.Am-Ins.com/100years](http://www.Am-Ins.com/100years). (Hint: All answers can be found in the newsletter.)

1. What nickname was Frank Sullivan called in the military? \_\_\_\_\_
2. What year did Frank begin work at American Insurance? \_\_\_\_\_
3. Frank was President of the Lewiston Chamber in what year? \_\_\_\_\_
4. Where was Frank when he fell asleep on Gladys Huffman’s shoulder? \_\_\_\_\_

QUIZ SUBMITTED BY:

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Mail or drop off your completed quiz to our office at 55 Southway Ave, Lewiston, ID 83501, or to 604 S Washington St, Moscow, ID 83843 or text it to 208-518-0823 or complete quiz online [www.Am-Ins.com/100years](http://www.Am-Ins.com/100years) where you will also find the QUIZ RULES. Limit for Quiz 2 is 1 prize per person or household address. Quiz #2 ends June 30, 2022. All entries also entered for premium prize drawings at anniversary BBQ events in August.



1936 – Frank “Buddy” Sullivan, age 13

1942 – Bud’s Senior Picture, Age 18

## THE PLANTER: Frank “Sully” Sullivan

### 2<sup>nd</sup> Generation – 1946 to 1996

Frank W. Sullivan was born March 12, 1923, on a family farm near the town of Bloomfield, Iowa. He was called “Buddy” when he grew up during the Great Depression as the 4th of 14 children (9 girls and 5 boys – 2 died in infancy).

Frank is one from “The Greatest Generation” who graduated from high school in 1942. World War II had just begun so he enlisted in the Army Air Corps in May 1942. While in the Army he picked up the nickname “Sully” which stuck with him the rest of his life.

He became a Radio Operator and Gunner on a B-17 Bomber crew. On his



15<sup>th</sup> mission flying bombing runs over Germany his plane was shot down and he was held as a P.O.W. until the end of the war. (Read Sully's POW story in [THE RAT & THE WIND](#) online at [www.Am-Ins.com/100years](http://www.Am-Ins.com/100years))

**ANNOUNCING**  
Addition to Our Staff  
**FRANK W. SULLIVAN**  
Is now a member of our Agency. Mr. Sullivan is a returned veteran and with his wife has moved here from Iowa and Texas. We will appreciate any courtesies shown this young man who is being trained in all insurance lines.

**American Insurance & Loan Co.**  
106 Ninth Street or 106 Carrow Buldg.  
Harry W. Christy, Mgr.  
Phone 84



When the war ended, he went home to his new Texas bride and was eager to get to work on their American Dream. Soon after, he accepted an invitation from his Uncle Harry and Aunt Blanche “Sullivan” Christy to join their insurance business out west in Lewiston.

He planted himself at American Insurance in January 1946 where he sowed seeds of friendship with civic and community service that grew the insurance business over a 50-year career. Sully became a successful insurance agent, well-known civic leader and second-generation Sullivan to own the agency, and he served as President from 1970 until 1996.

**SECRET OF SUCCESS:** People who knew Sully say he was very personally organized, had a great memory for people, followed through on his obligations and had a fun, engaging personality which helped him excel as an insurance agent. He took the lessons of Dale Carnegie’s “How to Win Friends and Influence People” to heart and made them a part of his life. If your name, business or family member was in the newspaper, he cut it out and mailed you a copy with a personal note of congrats. He made sure to remember your name by taking the time to find the connections with other family, people you know or places you’ve been. He was a good listener and paid attention to what interested you. He always had that latest joke to tell you and put a smile on your face. And, if you were lucky, he played you “Turkey in the Straw” on the jaw harp or harmonica.



1948 Staff



1956 Staff

**DEDICATED OFFICE STAFF:** Sully’s success was supported by a dedicated staff that worked as a team to deliver excellent customer service. Many came and went but some stayed and made it a career as mentioned here.

**Comments, memories, corrections?**  
**Share them with us!**  
Contact Stephanie at (208)413-6242 or [Community@Am-Ins.com](mailto:Community@Am-Ins.com)



1962 Staff



**2012 -- Retired staff honor Sully**  
(L to R) Helen Duman, Pat Johnson, Jackie Peterson, Arlene (La Febre) Ambach, Tina Heitmann (still working) and Betty (Bartlett) Gillespie.

## THE PLANTER: Frank "Sully" Sullivan Community and Civic Volunteer

Community, civic and fraternal groups received a big boost beginning in 1946 when the young men came home from WWII. Their lives had been on-hold during four years of war and they were in a hurry to get back to civilian life, get a job and career going, start a family and start living their American Dream.

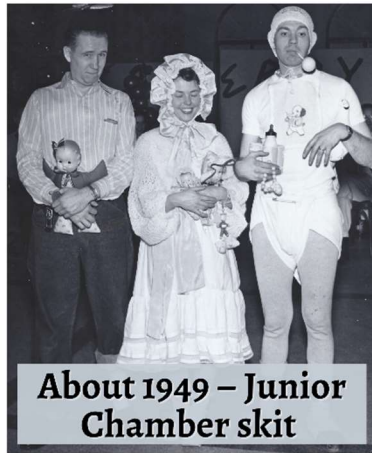
Frank "Sully" Sullivan was one of a large group of young men that returned home with military training that taught a new generation how to work as a team. Now, that training was focused on building better lives, better communities and a better world as volunteers. Being a volunteer was good for business, too, as a way to meet more people and connect socially for fun.

**Sully was a natural leader and loved to volunteer in many organizations.** He supported and joined arms with his fellow members to roll up their sleeves and get to work – each taking their turn to lead a Community Service project or fill the leadership chairs in civic clubs. He took his turn and rose through the ranks to serve as President of:

- Junior Chamber of Commerce (1955)
- The Lewiston Chamber of Commerce (1964)
- The Lewiston Boys Club (1958-61)
- The Community Chest, which was later United Way
- The Lewiston Roundup Association (1972)
- Potentate of Calam Temple of the Shrine (1971)
- And, professionally, the Idaho State Independent Insurance Agents Association (1968)



1948 – Junior Chamber of Commerce



About 1949 – Junior Chamber skit



1961 – Lewiston Boys Club



1964 – Lewiston Chamber President & Board



1971 – Shriner's Hospital for Children



1977 – Lewiston Roundup Board

Downtown Lewiston was a bustling and fun "place to be" from the 1940s into the 1960s. Most of the community and civic events were held downtown where everyone went for the best retail stores, cafes and restaurants, movies and entertainment, and large meetings and events. The favorite places for business lunches and after-hours dinner, drinks, parties and events were the Elks Lodge, Bollinger Hotel and Lewis Clark Hotel.

**Sully stories** – What do you remember about your time with Sully? Were you in any organizations with him around town? We'd love to hear your stories, so contact Stephanie Herbert in our office at (208) 413-6242 or [Community@am-ins.com](mailto:Community@am-ins.com) to share them with us and possibly our readers.

## **SULLY WAS EMBARRASSED**

### **Letter from the late Gladys Huffman**

Frank "Sully" Sullivan passed away on Aug. 12, 2013 at age 90. As a tribute to his memory we solicited "Last Letters to Sully" from those who had received many of his letters with news clippings and jokes over the years. The late Gladys Huffman wrote us this funny story about Sully that captures a rare moment of rest between his very busy community service and business life.

Gladys was 93 years old and in an assisted living home when this was written, but she lived to be 101 before she passed away on April 11, 2021 and worried her penmanship would be hard to read so we have typed her letter below.



**Dear John: Your dad was the first person I met way back in 1963, when I flew up to Lewiston to accept the position of Bursar at Lewis-Clark Normal School (now LCSC).**

**Sully was returning home from a business trip and was seated next to me on the plane from Boise. He was tired and as soon as the plane reached the necessary altitude and the lights were lowered he fell asleep – on my shoulder – and never woke up until the announcement that we were in Lewiston!**

**Was he embarrassed? Maybe a little, but he thought it was a great way to be introduced. He welcomed me to Lewiston extoling the city, the college, the people, and in true Chamber of Commerce fashion and offered me his help in getting settled.**

Through the years, I was often the recipient of newspaper clippings from him and he was an easy touch for a donation to our college projects. A true gentleman! I'm glad I had him for a friend, although our contacts became fewer and farther between since our mutual retirements. I have only good memories. I'm glad I knew him!

Sincerely, Gladys F. Huffman (93 years young)



#### **INSIDE Special Issue #2:**

- **Surrounded By History – Digging deeper into the American Insurance story**
- **Our 5th Annual Shred Week back again April 11-15!**
- **The Planter: Frank "Sully" Sullivan, 2nd Generation – 1946 to 1996**
- **Frank "Sully" Sullivan – Community and Civic Volunteer**
- **Sully Was Embarrassed – Letter from the late Gladys Huffman**

**CURRENT RESIDENT OR:**