

Reed Insurance by Ken Coin

In September of 1968, Willard & Joyce Reed purchased the "Woodruff Agency" from Ralph and Howard Woodruff. The Woodruffs had sold insurance through the bank for some 35 years.

The Reeds moved the business into the basement of their home at 11377 E. River Drive, DeWitt, Michigan.

Six months later an agreement was made with Pete & Myrtle Griswold to purchase the Griswold Agency. Pete had been selling Insurance thru the Ford dealership in DeWitt for about 35 years.

Joyce worked as secretary, receptionist, typist for 4 years, along with her housework and eight children. A part-time secretary was hired, then she was replaced with a full-time secretary.

Five years after purchasing the first agency the business was too large for their basement and the Reeds purchased the building at 108 W. Main Street, DeWitt, from Lewis Lankford.

The new location was remodeled and a grand opening held in March, 1973.

Written c1980