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\$637,073 Now Pledged to C.L.U. Development Fund

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For Immediate Release

\$637,073 NOW PLEDGED
TO C.L.U. DEVELOPMENT FUND

Philadelphia, June 1---"\$637,073 has been pledged to the C.L.U. Development Fund as of May 29," William H. Andrews, Jr., C.L.U., chairman of the C.L.U. Development Fund and manager for Jefferson Standard Life Insurance Company in Greensboro, reported on June 1. Speaking at the Huebner Hall Dedication Banquet held at the Sheraton Hotel in Philadelphia, Mr. Andrews told his audience of industry leaders and educators that, to date, 1978 individual C.L.U.s and friends of C.L.U. have submitted pledges. Of those, 396 have pledged \$1,000 or more over a ten-year period which qualifies them for membership in the Golden Key Society.

The C.L.U. Development Fund came into being on October 21, 1960 when more than 100 C.L.U.s from all over the country met in Philadelphia to plan this national development program. At this meeting, a goal to raise one million dollars over a ten-year period was adopted. It was determined that these funds would be allocated for three purposes: (1) to finance the debt and debt-service cost of Huebner Hall, new home of the American College of Life Underwriters and the American Society of Chartered Life Underwriters in Bryn Mawr, Pa.; (2) to develop a broadened program of continuing education in life and health insurance; and (3) to implement a program of increased public recognition of C.L.U. through enlarging the opportunities for professional service.

The cost of administering this program has been kept at a very low percentage of anticipated contributions because the fund-raising is being done by local chairmen and their teams of "lieutenants". Inquiries about the C.L.U. Development Fund should be directed to these local chairmen or to either Mr. Andrews or Herbert C. Graebner, C.L.U., dean, American College of Life Underwriters, 266 Bryn Mawr Avenue, Bryn Mawr, Pa.

From: C.L.U. Public Relations Department
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June 6, 1961

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