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Howard D. Shaw

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For immediate release

Huebner

SCROLL GIVEN TO DR. HUEBNER FOR

50 YEARS OF INSURANCE EDUCATION

Dr. Solomon S. Huebner, pioneer insurance educator and President Emeritus of the American College of Life Underwriters, was honored on May 27 in Milwaukee at the Nineteenth Annual Sales Congress of the Wisconsin State Association of Life Underwriters when he was presented with a scroll of appreciation for his half century of contributions to insurance education.

The scroll was given at a C.L.U. Hour devoted to the "Golden Anniversary of Life Insurance Education," a feature of the meeting, on behalf of the people of the state of Wisconsin (of which Dr. Huebner is a native), the University of Wisconsin, the Wisconsin State Association of Life Underwriters, and the American Society of Chartered Life Underwriters.

The event was in observation of the fiftieth year after the completion of Dr. Huebner's historic first college-level general course of insurance education which he had undertaken in the fall of 1904 at the Wharton School of Finance

(more)

and Commerce at the University of Pennsylvania. Dr. Huebner, who had suggested the course and had started at Wharton School at a salary of \$500 a year, continued to teach there for 49 years.

His philosophy that a man's earning power is as insurable as property values was the basis for much of the modern thinking in life insurance underwriting; and his insistence on the nobleness of life insurance and the professional nature of the agent's calling was the foundation on which the C.L.U. program was started when the American College of Life Underwriters was incorporated in 1927.

Jack C. Windsor, C.L.U., prominent member and a director of the American Society of C.L.U.s, was Chairman of the C.L.U. Hour at the Sales Congress; and Frank Cooper, C.L.U., President of the American Society, made the presentation of the scroll to Dr. Huebner.

In part, the scroll says, "His unceasing efforts to increase the opportunities for the training of teachers and the education of students of insurance and to have life underwriting become a recognized profession have resulted in untold benefits to his fellow man."

The series of events in Milwaukee began on May 26 with the Annual Meeting of the State Association and the Annual Meeting of the Wisconsin Association of Life Managers and General Agents. The entire day on May 27 was devoted to the Sales Congress. Willard L. Momsen, C.L.U., President of the State Association, presided at the meeting. Clyde S. Coffel is President of the Milwaukee Association.

The C.L.U. Hour was given over primarily to an address by Dr. Huebner, "Education, the Great Ally of the Life Underwriter."

Other speakers on the program included Lester O. Schriver, Managing Director of NALU; William H. Froehlich, Manager for Occidental Life in Milwaukee; Dale

B. Potts, Vice President of Wisconsin Casualty Association; and O. S. "Red" Ohsner, broker in Columbus, Ohio.

"Attitude should probably be characterized as the most important of all professional traits," said Dr. Huebner in his address. "Attitude should conform to the golden rule."

Dr. Huebner predicted that the sale of life insurance would increase greatly in coming years, and said that the most optimistic current forecasts were too conservative.

"With our insurance educational program on a national scale, I feel certain that we shall soon reach very much greater volume figures, both for volume of insurance and volume of investment.

"As a service, life insurance will be accepted knowingly and thoughtfully as fire and marine insurance are, and like the services offered by lawyers, doctors and accountants. The insured will want an advisor for programming, estate analysis and economic counseling. Life underwriting may change in many of its aspects, but its intelligent services will be wanted more urgently and specifically."

From: Howard D. Shaw (C.L.U. Public Relations Director)

For: Wisconsin State Association of Life Underwriters (Jack C. Windsor, C.L.U., 755 North Milwaukee Street, Milwaukee, Wisconsin)

Sent out May 27, 1955