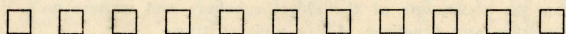


# Program



*First Semi-Annual*

CONVENTION

of the

*Texas Association*

of

*Life Underwriters*

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FORT WORTH, TEXAS

*Saturday,*

*April 24th, 1926*

THE TEXAS HOTEL

## LIFE UNDERWRITERS' CREED.

"To cultivate my health and vigor of body and mind as the only sure foundation for lasting success in my chosen calling.

"To add constantly to the knowledge of my profession by studying the viewpoints of the ablest speakers and writers on the principles and practices of life underwriting.

"To build an ever-increasing confidence and good will with the members of the Home Office staff of my company by my expressed appreciation of able service rendered by my poise and self-restraint in all trying situations and by constant sense of the community of interest of the field and home office forces in conscientious adherence to sound underwriting.

"To regard all the staff of my branch office or general agency as fellow workers in a business family, treating them all with uniform courtesy, restricting my criticism to constructive suggestion and giving generous praise wherever it is due.

"To stress in competitive cases the worthy points of my fellow underwriters and the companies they represent, realizing that in so doing I advance the standing of the entire institution of Life Insurance in the mind of my prospect.

"To arrange the coverage of each policy-holder with such painstaking care and with such subsequent personal interest in his Life Insurance needs that he becomes not only a permanent client, but a dependable center of influence in my behalf.

"To work steadily toward clearly defined objectives in my personal affairs with such consistency that my life shall exemplify to the extent of my ability the principle of conservative and comprehensive planning which I daily advocate to my clients.

"To become a loyal member of my local Life Underwriters' Association as the finest medium through which I may give of my best to the advancement of my profession and in return be spurred to greater achievement by receiving information and inspiration from my fellow underwriters.

"To work with the dominating conviction that wisely arranged Life Insurance coverage is one of the most important assets in the affairs of a family or a business and to approach my interviews with an earnestness and poise that befit the importance of the service I am prepared to render.

"To accept my full share of responsibilities in the progressive movements and the public service of my community, thus doing my part to advance the standing of the profession of life underwriting on the common meeting ground of citizenship.

"Finally, to strive to attain a symmetry of character, an attractiveness of personality, a buoyancy of wholesome optimism and a sincere appreciation of life's spiritual values that shall enrich all my human contacts and give assurance that any professional success I may attain shall be capitalized in a life abounding in true happiness."



## Beyond the Policy

Your duty as a life insurance agent lies primarily in getting the insurance in force—and yet, beyond the delivery of the policy there is still opportunity for further and frequently greater service. FIVE OUT OF EVERY SEVEN life insurance estates left to widows are gone—completely—in five years.

Having written the insurance and enjoying the confidence of your assured your advice that he name this bank as trustee for his widow will carry weight and prove a real service.

We, on our part, pledge the faithful performance of such trust, employing therein our best knowledge and judgment.



Farmers & Mechanics  
National Bank

FORT WORTH

# Program

- 9:15 a. m.—*Singing*
- 9:20 a. m.—*Invocation*: Dr. L. D. Anderson, First Christian Church, Fort Worth, Texas
- 9:25 a. m.—*Address of Welcome*: Mr. Amon G. Carter, Pres. & Publisher Fort Worth Star-Telegram, Fort Worth, Texas
- 9:40 a. m.—*Greetings from National Association*: Don L. Sterling, V.-P. National Association, Dallas, Texas
- 9:50 a. m.—*Developing a City Clientele*: Elmer S. Allbritton, Gen. Agt., Jefferson Standard Life Ins., Dallas, Texas
- 10:20 a. m.—*The Approach and Interview*: James Elton Bragg, Vice-Pres. Manhattan Life Co. of New York
- 10:50 a. m.—*Singing*
- 10:55 a. m.—*Training and Educating the Life Underwriter*: Homer G. Hewitt, Mgr., Life Dept., Northwestern National Ins. Co., Houston, Texas
- 11:20 a. m.—*Local Underwriters Association's Influence Upon the Business*: A. C. Raines, Agcy. Mgr. Great Southern Life Ins. Co., Dallas, Texas
- 11:35 a. m.—*Dramalette: Thy "Will" Be Done*: Members Fort Worth Underwriters Association
- 12:00 noon—*Luncheon*: Toastmaster, Mr. Tom Poyner, Vice-Pres. Agcy. Mgr. Southern Union Life Ins. Co., Fort Worth, Texas

(Introducing our guests)

# Program

- 1:55 p. m.—*Singing*
- 2:00 p. m.—*Address*: The Hon. R. L. Daniels, Commissioner of Insurance, Austin, Texas
- 2:20 p. m.—*Soliciting Country Business and the Underwriter's Obligation*: B. T. Childress, Gen. Agt. Bankers Life Co., Terrell, Texas
- 2:50 p. m.—*Monthly Income Insurance*: Henry Camp Harris, Agcy. Mgr. American Life Re-Insurance Co., Dallas, Texas
- 3:15 p. m.—*Singing*
- 3:20 p. m.—*The Underwriter, His Work and Influence*: James Elton Bragg, V.-P. Manhattan Life of New York.
- 3:50 p. m.—*Professionalizing the Life Underwriter*: Guy McLaughlin, Gen. Agt. Franklin Life Insurance Co., Houston, Texas
- 4:10 p. m.—*A New Era in Life Insurance*: Lorry Jacobs, Director of Public Relations, Southland Life Ins. Co., Dallas, Texas
- 4:35 p. m.—*Playlet: The Heart of the Estate*: North Texas Underwriters Association, Dallas, Texas

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## 1925 OFFICERS

### *Texas Association Life Underwriters*

President—H. MALVERN MARKS, JR., Mgr. Indianapolis Life Insurance Company, Fort Worth, Texas

Vice-President—PARKE HOUSTON, General Agent, Aetna Life Ins. Co., El Paso, Texas

Secretary-Treasurer—CLAUDE ALLEN, Mgr. Jefferson Standard Life Ins. Co., Fort Worth, Texas

*Memorandum*

# Memorandum

By Joining

A local committee of the Underwriters  
the first round number of a paper given  
to give you information regarding it  
the life Underwriters have been  
again thought and treated  
The Life Association has the pleasure  
also published by the National Association  
is sent monthly to every member of every  
local association without cost. This paper  
the supplies you with new thought  
and thought from the greatest  
men and women of the life insurance  
world. What would become of the medical  
industry without the American Medical  
Association or the local Underwriters  
Association? The Association's term paper  
is its best contribution to the world  
and every Underwriter needs a guide  
for more knowledge and more  
... for your local association  
the one who can help you  
in our way. We will help you



The Local Association of  
Life Underwriters



## *By Joining*

A Local Association of Life Underwriters you have placed yourself on a higher plane, to serve your fellowman. Membership in the Life Underwriters means clean practices, noble thoughts and greater achievements.

The Life Association News, the official magazine published by the National Association, is sent monthly to every member of every Local Association without cost. This magazine supplies you with new thoughts, plans and material direct from the greatest salesmen and experts in the Life Insurance business. What would become of the medical fraternity without the American Medical Association or the legal fraternity without the American Bar Association? Texas needs more Local Associations of life underwriters, and Texas underwriters need a greater vision, more knowledge and real co-operation.

Join your Local Association, strengthen the one you are now a member of, or organize one in your city. We will help you.



*The Texas Association of  
Life Underwriters*