

T. Harry Williams Center for Oral History Collection

ABSTRACT

INTERVIEWEE NAME: Paul Arst

COLLECTION: 4700.0503

IDENTIFICATION: Chartered life underwriter, member of Baton Rouge insurance community, member of LSU Alumni Hall of Distinction

INTERVIEWER: R. Robert Rackley

SERIES: Baton Rouge Insurance Industry

INTERVIEW DATE: February 1, 1995

FOCUS DATES: 1938 - 1970s

ABSTRACT:

Tape 718

Arst enters insurance business in 1948; educational background; born in Mississippi Delta; followed older brother to LSU; Arst's family; whole career at Prudential; how Arst got started in insurance business at age 26; World War II; Rider's jewelry; contacts in Baton Rouge; work ethic; appeal of insurance business; office in old Mayer Hotel building; why he chose to work for Prudential; commission work; interviews with Sidney Marks; management structure; other insurance companies in Baton Rouge in the 1940s; Prudential manager Bert Lent; recalls first policies he sold; Bob Bowlus and Louis Fasullo of Equitable; Tom Berry of Life Underwriters and New York Life; Murray Shores and George Fairburn of Pan-American; Prudential training program; Chartered Life Underwriter designation; Arst takes insurance exams; reputation of life insurance agents; Herman Englehart of Franklin Life Insurance Company; state regulation of insurance; insurance licensing; describes typical agency in 40s and 50s; secretarial assistance; restructuring today; medical examiners; early sales career; Million Dollar Round Table; Arst qualifies for Round Table in 1954; Chuck Gaines; types of life insurance; significant changes in industry between 1948 and the 60s; important personalities in insurance industry during Arst's career; Eunice Bush, first female manager of a Mutual New York Agency; George Morris of Prudential, from Amarillo, Texas and his views on taxes; Heidelberg Hotel; Baton Rouge Association of Life Underwriters; association president H.G. Yarbrough; Bob Young of Aetna; Charlie Gogreve of New York Life; National Association of Life Underwriters; Arst past president of state association; community work; local C.L.U. organized by Joe Henry Baynard of John Hancock; evolution of Arst's career through 1960s and 70s; universal life; firm of Arst, MacArthur and Robert; Frank MacArthur; Jim Robert; Million Dollar Round Table meetings at The Greenbrier in West Virginia; Weldon Curry; Round Table meeting in Montreal; Arst meets his wife, Ellen, on a blind date in Birmingham on the way to his first Round Table meeting in 1956, marries her six weeks later; introduction of life insurance companies to the equity business; key to life insurance sales; future of insurance industry; recalls memorable clients and episodes in business; Arst's involvement in LSU alumni affairs; purpose of life insurance business; personal business philosophy.

TAPES: 1 (T718)

TOTAL PLAYING TIME: 1 hour, 33 minutes

PAGES TRANSCRIPT: 52 pages

RESTRICTIONS: None