I couldn't have made a better choice!

After I left Marquette University in 1941, I knew what I wanted out of a career. I wanted to be my own boss. But most of all, I wanted to feel that I was helping people—that I was performing a service that they really needed.

I finally decided that the one field that offered me these big objectives was life insurance. Life insurance protects businesses as well as families...it often means the difference between financial security and financial tragedy.

So, after deciding on a career in life insurance, I started making a survey of the various companies. I was much impressed with the New England Mutual men I met, and with their sincere enthusiasm for their company. I learned that New England was the first mutual life insurance company to be charteredin America, and that it offered liberal features that made its policy contracts most attractive to the buyer. I also learned that New England Mutual was one of the fastest growing companies in its field, and that it offered new men comprehensive training in all phases of the business.

I discovered that the company’s continuing training program helps me to perform a real service to my clients. At the same time I’m getting a lot of fun and satisfaction out of my work and am providing a good living for my family. In fact, I’m happy to say that I couldn’t have made a better choice!

You should have seen the size of that cake! It was that big and it was decorated to look like a kitchen range and it had thirty-two candles put in circles where the burners would be!

“Why thirty-two candles? Because Saturday was the thirty-second anniversary of the opening of my appliance store down on Broad Street. And what a party it turned out to be!

Milly—that's my wife—arranged the whole thing, and was I ever surprised! Honest, I never knew I had so many good friends. Both my sons were there with their families, and my brother came all the way from Cleveland with his. A fellow never realizes how many nieces and nephews and grandchildren he has until he sees them all in one place at one time.

“What's that? Oh, no—it wasn't a family party one hundred percent. A good many of the merchants down my way dropped into the store to shake hands. You know, people like Tom Everett, Ben Abrams and the others. And Milly saw to it especially that Joe Wilson would be there.

“Why Joe especially? Well, you see, this party was really a little more than just an anniversary celebration. Because as of this week, I'm turning the whole business over to my two boys—lock, stock and barrel—and Milly and I are heading up to the lake cottage to take life easy.

“And what does that have to do with Joe? I'll tell you. Back in the days when I first started in business, Joe Wilson was just starting in his business—as an agent for the New York Life. Well, Joe used to stop at the store every once in a while just to talk about things in general, and I'll be doggoned if he didn't convince me before long that I ought to do some serious thinking about the future. There was Milly to be considered, the two kids who were just hardly out of their cribs, and the business which wasn't on too firm a footing.

“To make a long story short, it was the life insurance Joe got me to start with then—and add to later—that helped more than anything else to make the party as happy for everyone as it turned out to be.

“Wouldn't have been complete without Joe, though. You ought to go over to his office and talk with him one of these days.

“No, come to think of it, you'd better ask for Joe Wilson, Junior. The one I'm talking about is getting all set to retire himself in a couple of months.

“Must believe in his own medicine!”