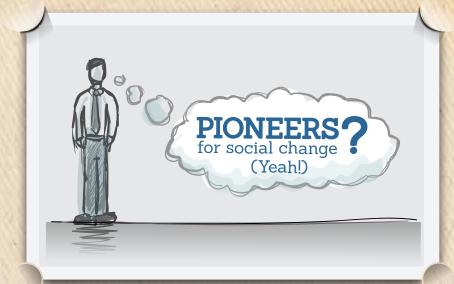




MOST PEOPLE WHO WORK IN THE INSURANCE INDUSTRY DON'T THINK OF THEMSELVES AS

PIONEERS FOR SOCIAL CHANGE

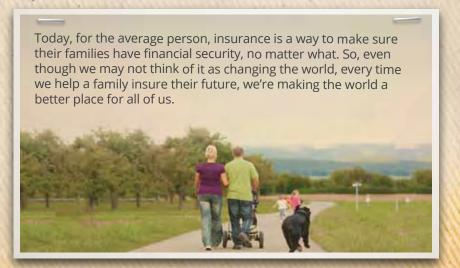
BUT, THE TRUTH IS, INSURANCE HAS PLAYED A HUGE ROLE IN MAKING HUMAN PROGRESS POSSIBLE.

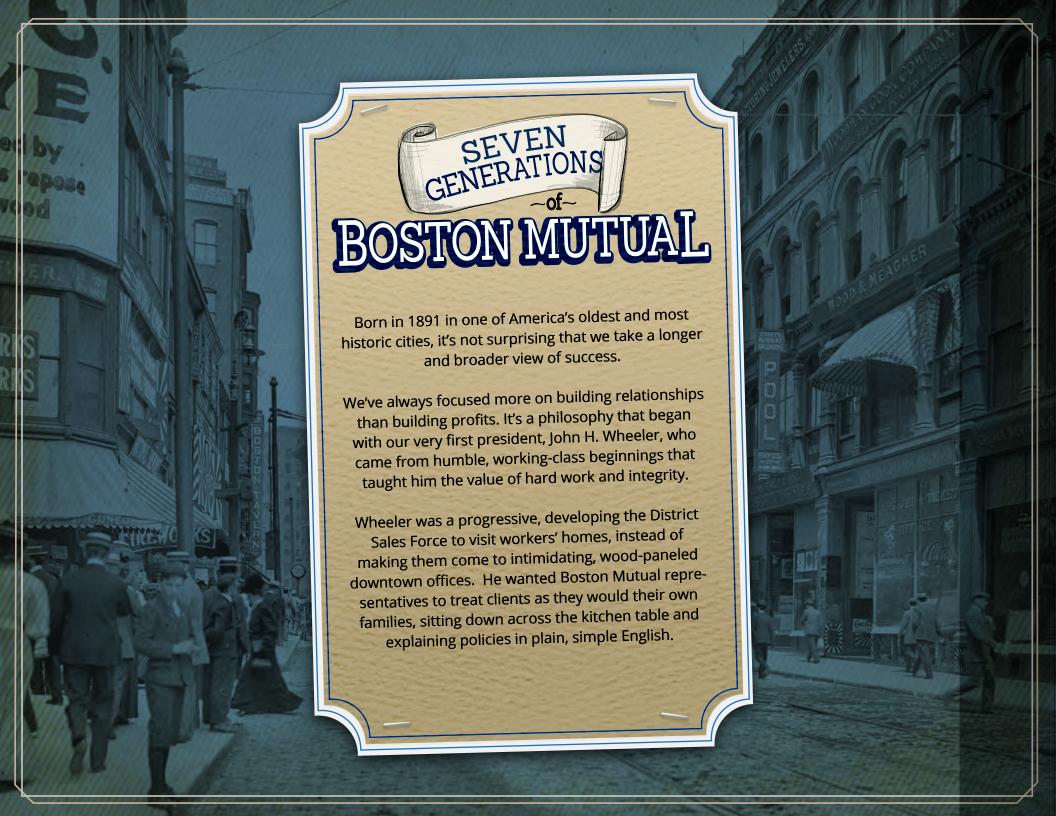


BOSTON MUTUAL LIFE INSURANCE IS PROUD TO BE PART OF A LONG TRADITION THAT IS ALMOST AS OLD AS CIVILIZATION ITSELF.



Spreading the risk of costly ventures through insurance has been part of humankind's biggest developments, including discovering the New World, going to the moon and developing countless life-saving drugs.







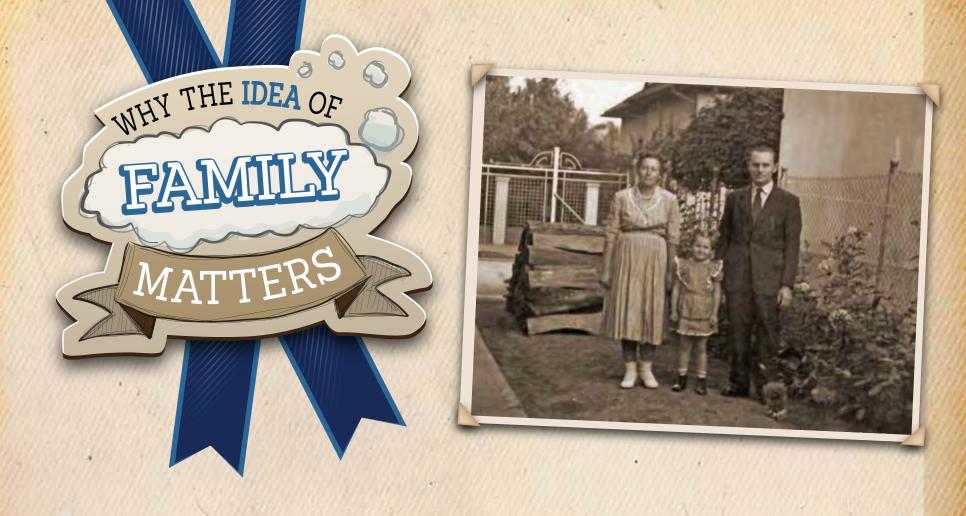
OVER 120 YEARS LATER IMPORTANT THINGS

HAVEN'T CHANGED

Today, we're happy to say it's a philosophy that's still working. Maybe better than ever.

How do we know? Well, one measure is our record of steady financial growth.

But at Boston Mutual, we've always believed that money isn't the only way to measure success. We believe that loyalty, relationships, trust and security are also important.



Evidently, John Wheeler understood how to connect with people. By sending his sales team out to customers' homes, he helped create a relationship—a bond that gave customers confidence that Boston Mutual would be there for them, no matter what; confidence that their future would be better.

THAT NO MATTER WHAT PART THAT MAKES DIFFERENT MUTUAL DIFFERENT

It's the same idea of mutual support that makes family bonds so powerful. And, we believe, the reason why so many Boston Mutual employees, producers and clients have stayed with us for 15, 20, even 25 years and more.





Famuly Matters...



EVEN MORE







Work, Play, Laugh, Love

STRONG FAMILY CHECKLIST

What is that special glue that holds families together? Is there a super glue that makes really close families even closer?

It's a little mysterious. Kind of like wondering what makes reality TV so popular.

WE'VE FOUND THAT REALLY STRONG FAMILIES ALL SHARE THREE QUALITIES:



The flexibility to accept change and diversity of opinion



Always open lines of honest, supportive communication



Unwavering mutual support instilling confidence and security

These are the qualities that guide everyone associated with Boston Mutual Life Insurance.

They are the qualities that make us different. The qualities that make us strong.

These are the qualities that make us say:

FAMILY MATTERS. NO MATTER WHAT.





JUST LIKE STRONG FAMILIES, strong insurance companies have to be flexible.

Yes, insurance has rules and limits. There are plenty of regulations and good business practices that must be carefully observed. But within those boundaries is a large space to live and practice our values.

We won't break the rules, but we'll bend over backwards to make something work. Not work for us, but work for our clients and associates. We never stop trying to find new ways to help our policy holders feel secure and help our agents succeed.





The way we communicate is a reflection of our values...





Keeping it human



Communicating openly and honestly



Using this philosophy to serve our clients, producers and employees





Mouthing the company line



Sticking to approved talking points



Hiding behind rigid, stock answers

...letting the world know what kind of company we are. It's a way of living what we believe in, every time we answer the phone.







John Wheeler taught us to take the word "mutual" in our name very seriously. And we do.

Our commitment to mutual support—much like the unqualified support shared among family members—is what makes Boston Mutual special.

Speaking with one voice about our shared values is another way we can live those values, and let the world know how committed we are to the idea of mutual support.











Boston, Mass.

In Consideration of the application for this policy, of which a c hereon and which is hereby referred to and made a material part of this con payment of In Buckeland Gighty Jus Dollars before the and the further aim of Listy turns the Company's office in the city of Boston on the electricities Fore see and Mary of each year until success for AND AND AND ROSTON MUTUAL LIFE INSURANCE CO

BOSTON MUTUAL BIFE INSURANCE COMPANY

JULY 1899



A Massachusetts Company Which Provides Protection To Cover All Ages Birth to Age 65

> PAYMENT LIFE WEEKLY INCOME

See One of Our Representatives

FAMILY MATTERS. NO MATTER WHAT.





Boston Mutual Life Insurance 120 Royall Street, Canton, MA 02021 800 669 2668

www.bostonmutual.com

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