

MEBANE BUILDING



FACKLER BUILDING



COMMONS BUILDING

In 1927, a very dramatic event occurred in Greensboro. The Pilot Life Insurance Company, fast becoming one of the city's most successful organizations, moved from the security of the downtown area to a suburban location. At that time, a move such as this was drastic indeed.

Pilot, though, has always been a pioneer in new ways of thinking. And, the company's first officers, with the foresight displayed by true pioneers, realized even then that a country setting with beautiful buildings and room for expansion was exactly what the Pilot was going to need as it grew to become one of the nation's top life insurance companies.

Much thought went into the move itself and also into the design of the buildings. The end result of the forethought was a relaxed working atmosphere, a healthy environment, and surroundings that united Piloters into one big, happy family.

A common bond exists between field and home office Piloters, both then and now. It can best be described as pride. We're proud of our company, proud of what it does, proud of what it stands for, and proud of its physical beauty. Our founders felt the same pride and had it expressed throughout the buildings. The pride of what we are and what we stand for is carved into the very walls of the buildings and just

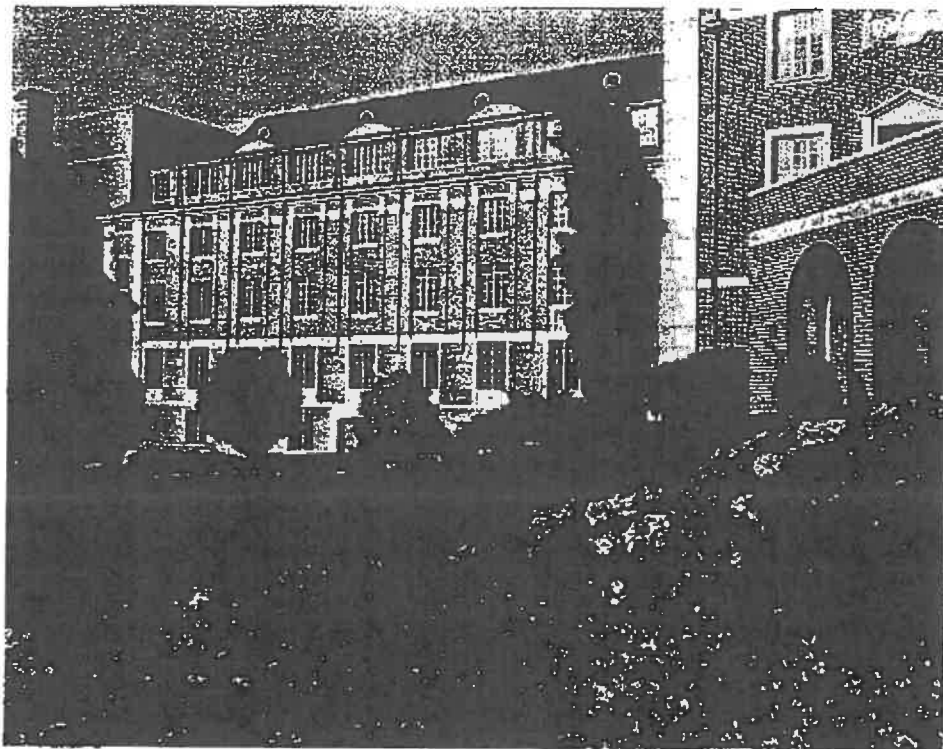
Pilot Life Insurance Company

a glance around Fackler, Commons, and Mebane will result in the discovery of hundreds of symbols that are the Pilot.

Some of these symbols point out poignantly the need for insurance—the snake, the reaper, lightning are illustrated again and again as symbols of the unexpected event that can be covered through insurance. Bees and bee hives are also repeated throughout, and it is not hard to figure out that those are symbols of we employees—"busy bees" of Pilot. There are many other symbols illustrating wisdom, security, and the beauties of life. We have illustrated several of them on page 18, with identification that is perhaps more logical than factual. On your next visit to the home office, we hope you will glance around the buildings and discover the many, many others that are not shown. You may even enjoy figuring out your own meanings for each of them; for as with all symbolism, the meaning is with the beholder.

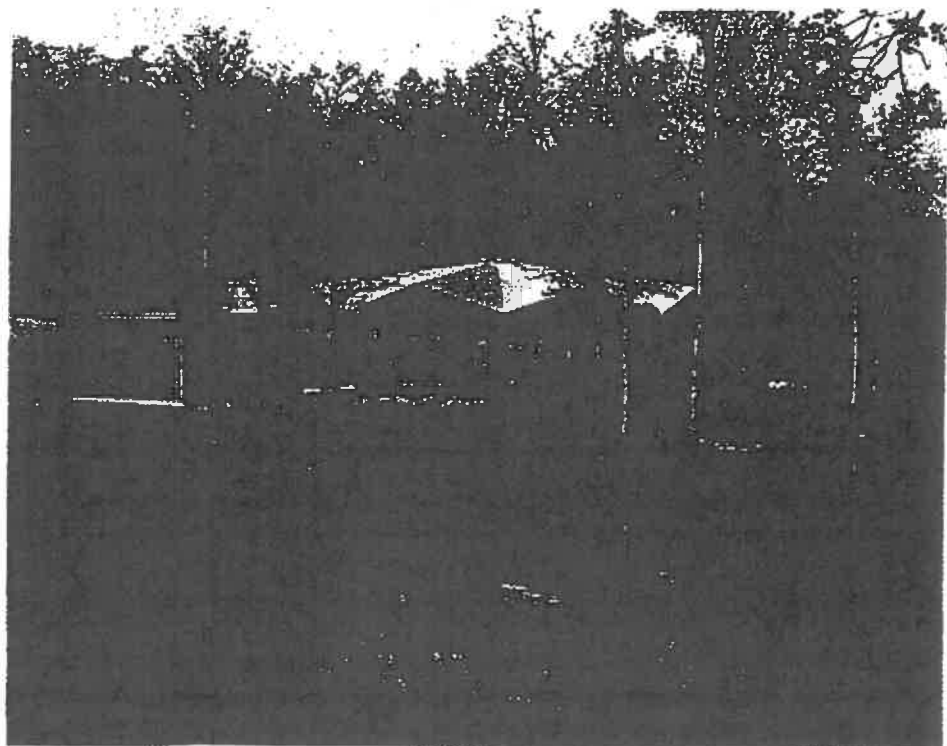
The physical beauty of Pilot needs no formal introduction, though, and no thoughts about what it stands for. It's here and we all are proud of it. We in the home office enjoy basking daily in its delights, but for those of you who are rarely able to see it, we have included, on the following two pages, a look at the symbolism that needs no explanation and which is perhaps the most inspiring of all.

**there's a
world of
meaning
waiting . . .**



Crimson azaleas — a feast of color behind Commons, near Fackler Annex

a place filled with beauty...



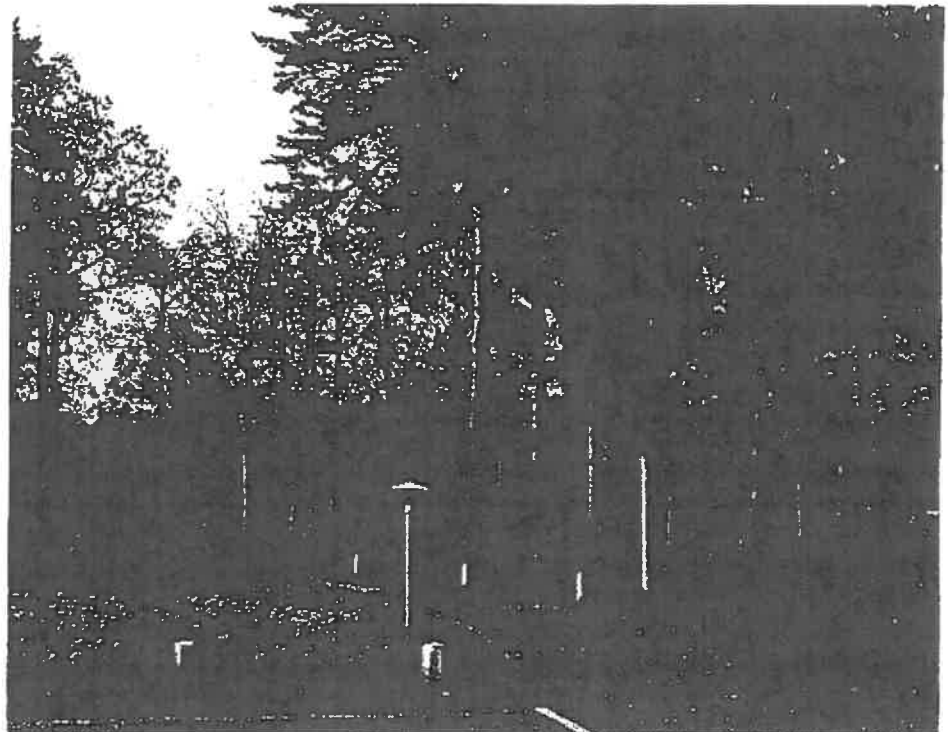
Pilot Pagoda for picnicking and pondering nature's artwork



Rows of color —
some soft, some brassy
along side of the Club

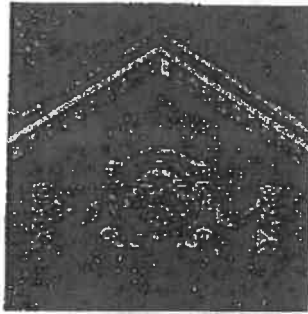
four reasons why Pilot was a recipient of Greensboro's "City Beautification" Award

The lake peeks through
the trees at the
colorful entrance to
the Club

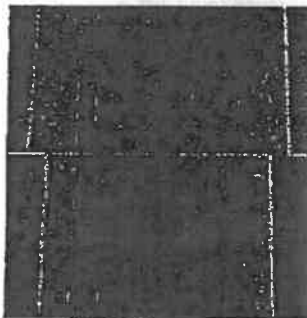


the not-so hidden meaning

When you first approach Fackler, look up high and you will see the elaborate carving of the Pilot at the helm, surrounded by flowers. This symbolizes the company motto: "It's always clear sailing with the Pilot at the helm," and further implies that with the Pilot guiding you, you will be able to enjoy the beauties of life.



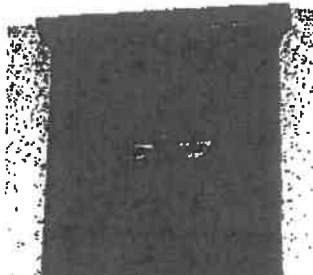
Just to the right or left of the main front door, there is a design that lets light through to the information room and Jim Blackburn's office. If you look carefully, you'll see the letters PLICO, the initials of Pilot Life Insurance Company.



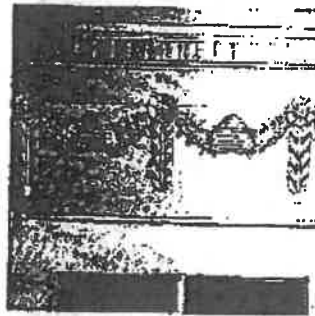
Walking into Fackler, you see over the door the sower and the reaper with the sun in between, reminding us that between life and death, there is a bright opportunity for everyone to do well in life and business. Still higher on the door to the left is a fatherless family and on the right the reaper death that claimed him. This is to show how our product fills an important need.



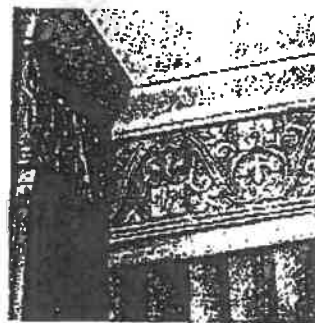
By-passing several of the man symbols on first floor Fackler, we come to the second floor office of Dr. Frank Starr. The weights-and-balance found on the wall is an age-old symbol of the medical profession stressing care and accuracy. It might also be a reminder to us to have a well-balanced schedule in our life for better health.



Above the entrance to both Mebane and Commons are limestone carvings, each featuring an owl and two squirrels. The squirrels are gathering in fruit and nuts for the long winter months. The meaning? He who provides for his family now and for the future years is wise indeed. Life insurance certainly fills this need.



The bees and bee hives carved on the first floor Mebane and Commons and bordering the second story walls brings to mind an interesting story. When Mr. A. W. McAlister, the founder of Pilot, was asked by a visitor what this symbology meant, he said that his fellow Piloteers so enjoyed their new buildings, they worked together efficiently and effectively like a hive of bees. He added that they also were as busy as the proverbial "buzzers." The visitor said he was glad to learn the true meaning because he had just purchased a Pilot Life insurance policy. Upon entering the home office and seeing all the bees, he wondered if he had "gotten stung."



In Mr. R. W. Donaldson's office on second floor Mebane (which originally housed the accident and sickness division), we find the symbol of the squirrel surrounded by two snakes ready to pounce on him. This is a reminder that accident or sickness can strike at any moment and all hopes of a normal life shattered unless proper attention is given to protection against these hazards.



The meaning of the pelican, featured in many offices throughout the buildings as well as in the board room, makes a very good closing symbology. A pelican feeds its young with its own blood — a reminder that it is worth sacrificing to provide food, clothing, and shelter for loved ones. And, that, of course, is what life insurance and the Pilot are all about.

