



COLORADO . . . 1858. Gold at Pike's Peak! The news spread like wildfire. Soon a great migration westward to the gold fields was under way. "Pike's Peak or Bust!" was the slogan of the day.



Facsimile of New York Life poster issued in 1859.



FACING THE HARDSHIPS of the Overland Trail were men from every walk of life. Many of these hardy pioneers, realizing the dangers ahead, insured with the New York Life. Thus the Company spread the benefits of its protection westward, growing with the nation.



INVESTING ITS FUNDS for the benefit of the policyholders, the New York Life has helped to build up this rich and bountiful country. Thus, in providing protection for the mothers and children of America, the Company has also contributed to the economic development of the nation.

DUE very largely to the persistent efforts of American life insurance agents, there has been created a backlog of well over 100 billion dollars of protection for the people of this country. The agents have thus been an important influence in promoting

the social stability and economic progress of America.

The New York Life Insurance Company is now selecting college alumni to augment its field organization in each of its Branch Offices throughout the United States. If you

think that you, or some friend of yours, might be interested in learning about the opportunities offered by this business, the Company will be glad to forward a copy of a 48-page booklet entitled "A Career As A Life Underwriter."

SAFETY IS ALWAYS THE FIRST CONSIDERATION . . . NOTHING ELSE IS SO IMPORTANT

NEW YORK LIFE INSURANCE COMPANY

A Mutual Company founded on April 12, 1845

THOMAS A. BUCKNER, *Chairman of the Board*

51 MADISON AVENUE, NEW YORK, N.Y.

ALFRED L. AIKEN, *President*