



February is Lincoln Month

Now is the time to plan your special activities

IN February, the birth month of Abraham Lincoln, LNL representatives have a special opportunity to build good will and broaden personal contacts through promoting interest in Lincoln and his life. Again this year, the Company can supply a variety of dignified and authentic promotional material for your use. This material is valuable on a year-round basis, but is particularly timely for use in February. In addition to the many display items shown in this *Bulletin* the consulting service of the Lincoln National Life Foundation is available to help you. Through use of the available material, you can become the natural source of Lincoln information in your community. With February only three weeks away, now is the time to plan your Lincoln Month activities and order your Lincoln material.

The Lincoln National Life Foundation

On Lincoln's birthday, February 12, 1928, the Company established the Lincoln National Life Foundation for the purpose of fostering interest in Abraham Lincoln and contributing to Lincoln lore through original study and research.

The Foundation, now under the direction of Dr. R. Gerald McMurry, is the center of Lincoln information in America. The Home Office building houses the largest collection of literature ever assembled in one place about one man (Biblical characters excepted).

As your community's personal representative of the LNL Foundation, you can be of service in all matters pertaining to Lincoln—and at the same time create desirable personal publicity and contacts.

What You Can Do

This *Bulletin* describes much of the Lincoln material at your disposal and suggests ways in which it can be used to advantage by you, not only in February but *throughout the year*.

Here are five basic approaches available to you. You can:

1. Use Lincoln displays.
2. Secure newspaper, TV, and radio publicity.
3. Work with the schools.

banks, hotels, theaters, large restaurants, and post offices.

3. Booths at fairs, merchandising shows, etc.
4. Book or picture sections of department stores.
5. Public libraries, universities, business colleges, schools, public buildings, lodge rooms, and clubs.
6. Private and public museums.
7. Lincoln Day meetings.
8. TV presentations.

Note: Space for your own imprint is provided with each display. **Now we are able to furnish the displays with your name hand-lettered in the appropriate space.** On your order blank, please show your name as you want it to appear on the display placards.

Lincoln Cabin Display. This exhibit which reproduces in miniature the Lincoln birthplace farm is a real attention-getter. The cabin and

(Continued on page 3)

4. Contact program chairmen.
5. Cement your regular contacts.

Lincoln Displays

Lincoln displays have proved to be highly effective in securing publicity. They vary in size and style and can be adapted to a wide variety of uses. They can be used in:

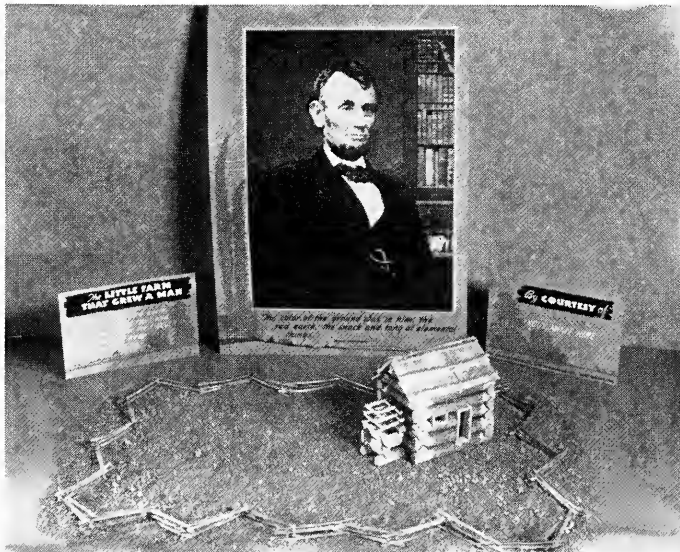
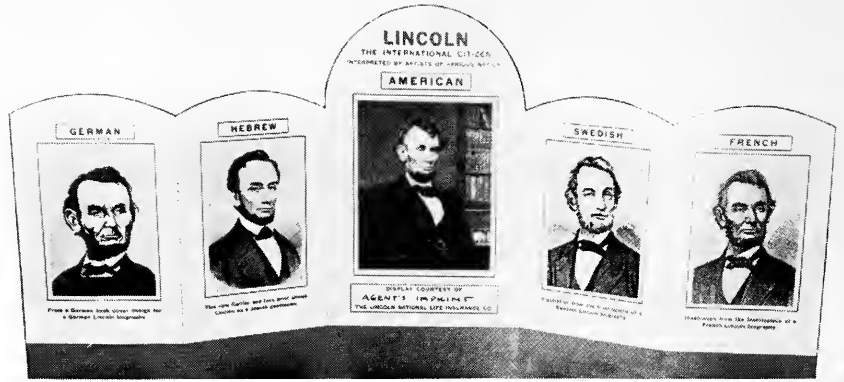
1. Store windows, large and small.
2. Lobbies of office buildings,



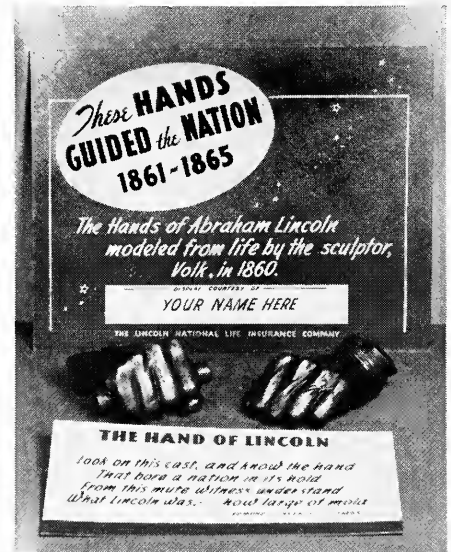
This impressive Lincoln exhibit was prepared by E. L. Wieand, of the Raffel agency, Harrisburg, Pa. It provides an example of the way a combination of Lincoln items can be used to make an eye-catching display.

Lincoln Displays

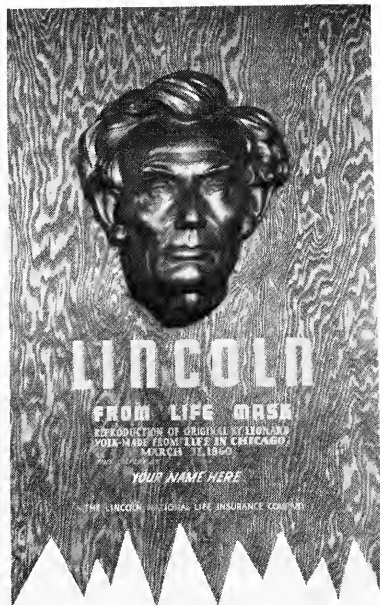
(Right) Lincoln, The International Citizen \$0.50



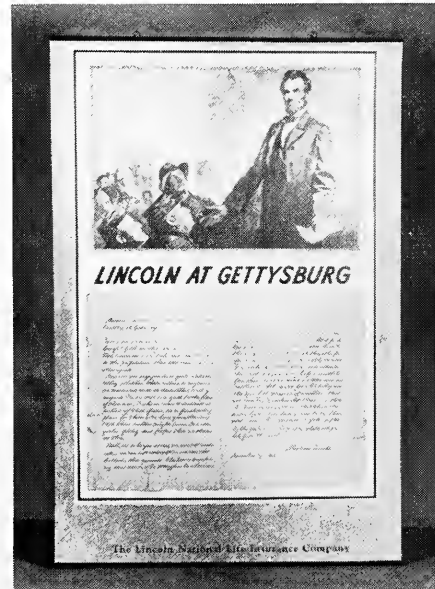
Lincoln Cabin Display (including placards)..... \$2.50
Placards only (per set)..... .75



Lincoln Hands Display \$3.00
Placards only (per set)..... .50



Lincoln Head Display..... \$4.00



Lincoln At Gettysburg Display (including stand) 50¢

Displays

(Continued from page 1)

fence are made from wood cut on the original Lincoln farm, near Hodgenville, Kentucky. The red earth which accompanies the display also comes from Lincoln's birthplace. Designed for a space approximately 40" x 50", the exhibit comes to you complete with descriptive placards, bearing your imprint.

The Lincoln Head Display. This striking exhibit, suitable for walls or windows, features an impressive Lincoln head reproduced from the original life mask by Leonard Volk. It is mounted on walnut stained plywood. The background board, 18" x 30", contains explanatory copy and your imprint.

Lincoln Hands Display. The hands that guided the nation were important in Civil War days. And they still are today! The hands display reproduces an arresting heading built around this idea, and features life-size replicas of Lincoln's hands molded in bronze-finish composition material. A descriptive card with your imprint and a card reproducing a poem about Lincoln's hands are included in the exhibit.

Lincoln, the International Citizen Display. With world problems dominating the new pages and television and radio news programs, this display is particularly appropriate now. It reproduces four portraits of Lincoln as interpreted by foreign artists who present Lincoln with the racial characteristics of the various countries. The display also carries the full-color portrait of Lincoln under which is your imprint. Overall size, 16" x 40".

Lincoln at Gettysburg Display. Here in Lincoln's own handwriting, is his immortal Gettysburg address. Also featured is the Company's famous charcoal drawing, "Lincoln at Gettysburg," by M. Leone Bracker. Reproduced in two colors, it measures 28" x 42", yet this entire exhibit, equipped with a demountable steel easel, comes to you in a mailing tube. The display will stand by itself or hang on a wall. Your imprint appears at the bottom. Supplementing this display, you could make available either the facsimile Gettysburg Address or the pamphlet, "Little Known Facts About the Gettysburg Address" (Form 2805).

Newspapers, TV and Radio

Newspaper editors and TV and radio station program directors are good people to know. They work with media that reach large num-

bers of people in your community.

Again available for radio broadcast are the two transcribed Lincoln talks by Dr. Louis A. Warren, Director Emeritus of the Foundation. These talks have proven to be popular with radio stations as public service features, particularly on Lincoln's birthday. History classes in high schools and elementary schools also appreciate an opportunity to make use of the recordings.

Both talks, which are designed for 15-minute programs, are on a single transcription disc, thus offering the station a choice of either subject. On one side, Dr. Warren speaks on "The Eloquence of Lincoln." This 13-minute, 25-second talk reveals and explains the origin and evolution of the Gettysburg Address and other outstanding Lincoln orations.

The second talk is "America's Darkest Day," 12 minutes, 25 seconds, in which Dr. Warren explains how the assassination of Lincoln changed the social, economic and political life of the nation. *The number of transcriptions is limited and they are loaned to you free of charge on a first-come-first-served basis.* Please request a transcription only if you feel it will be used.

The length of the talks permits the local station to add the necessary introductory and closing announcements and credits within the 15-minute period. There is no Company mention in either recording. Directions for you and information for the radio station accompany each transcription. *Records must be returned as soon as possible after use so they will be available to others.*

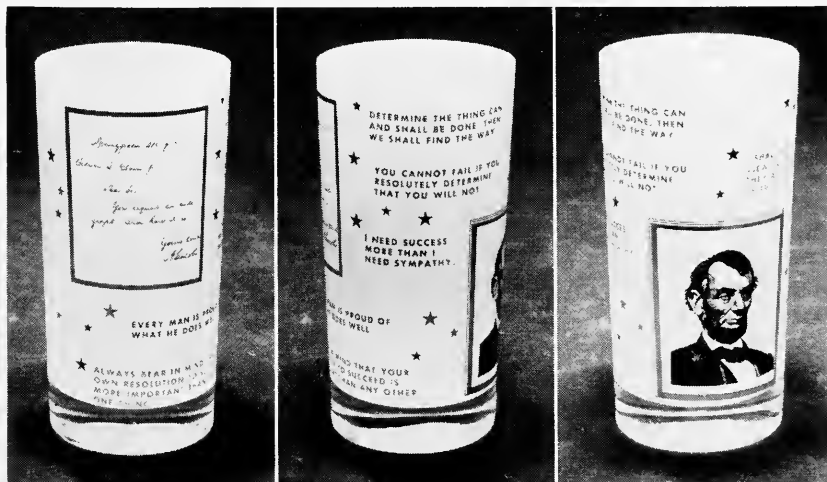
For both newspapers and radio use there is a compilation of interesting, unusual facts about Abraham Lincoln which can be used in

many ways. It can be ordered at no cost from Agency-Supply, and is tailor-made for the feature editor or program director who wants to present some little-known facts about Lincoln on February 12. Here is another interesting possibility. Some papers feature local columnists who present unusual facts about interesting people in the community. Perhaps you can qualify as a subject for one of these columnists by providing him with little-known facts about Lincoln. Then he can refer to you as the man who provided the information, etc.

You have much other Lincoln material — four Lincoln speeches (for local live broadcasts), fifteen Lincoln leaflets, many authoritative booklets and a Lincoln questionnaire listing answers to 100 questions most often asked about Lincoln. A concise listing of the many items can be found in your catalog of sales helps and supplies. In addition, you can secure direct from the Lincoln Foundation authoritative answers to many unusual Lincoln questions. Dr. McMurtry has Lincoln information catalogued in more than 4,000 subject classifications and is ready to help you establish yourself as the center of Lincoln information in your community.

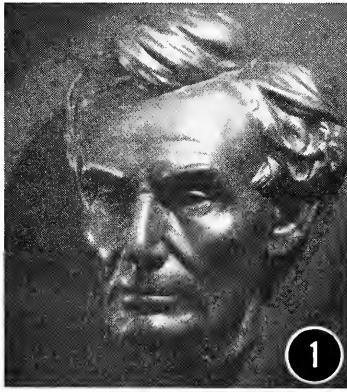
Don't overlook the great popularity of TV. The Lincoln displays lend themselves well to this medium. The cabin display, the hands display, the International Lincoln display—all can be used as part of an interesting and authentic Lincoln presentation. There is an interesting story behind each display, a story which may cause the program director to want to use it. For more details see the descriptions on

(Continued on page 5)



Lincoln glasses, packaged in sets of eight.

Some Individual Lincoln Items



1



2



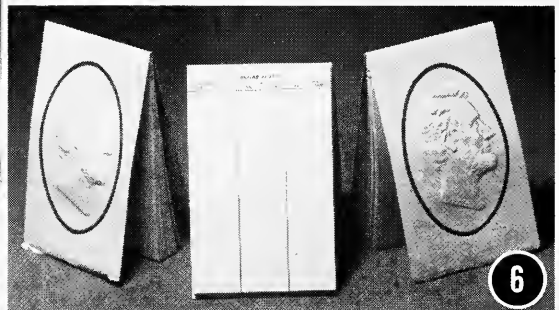
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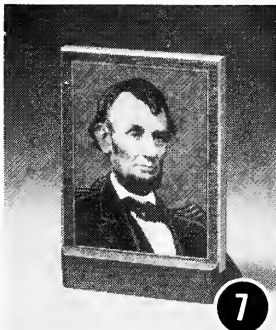
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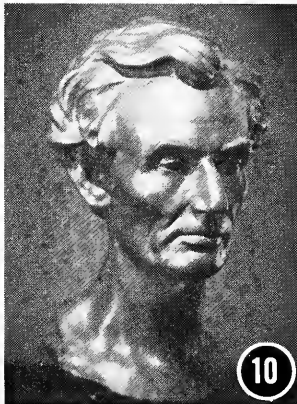
7



8



9



10



11

- 1. Head by Volk.
- 2. Gavel from Lincoln's birthplace farm.
- 3. Rebeck book ends.

- 4. Walnut paperweights, with inlaid medallion.
- 5. Transparent plastic paper weights.
- 6. Imprinted score pads.
- 7. Pyraglass plaque with base.

On page 6 are a number of displays using combinations of these items and other Lincoln material mentioned in this *Bulletin*.

A wide variety of exhibits is possible. Through selection of appropriate items, your displays can be keyed to particular circumstances, depending upon where your Lincoln exhibit will be displayed.

- 8. Popular books about Lincoln.
- 9. New Lincoln bank.
- 10. Bust by Volk.
- 11. Penny coin cards.

Displays

(Continued from page 3)

these displays. Contact your local TV station's program director. Show him what you have and let him carry the ball.

Lincoln Items

Some of the more popular Lincoln co-operative purchase items are shown in this *Bulletin*. The complete list is shown on the requisition form enclosed with this *Bulletin*.

Lincoln Glasses. The newest addition to LNL's good-will advertising novelties is the Lincoln glass which comes in sets of eight. The glasses are decorated to include the Company's own likeness of Lincoln, along with several of his memorable comments and one of his more unusual letters shown in Lincoln's own handwriting.

Lucky Lincoln Penny. A very popular item is the lucky pocket-piece



Lucky Lincoln Penny
(See special form enclosed)

which features a Lincoln penny mounted in an aluminum disc.

The Schools

Many Lincoln representatives have successfully promoted Lincoln essay contests and Gettysburg Address recitation contest in the schools. These contests, which can be held every year, afford excellent opportunities for making desirable contacts. Lincoln items such as books, busts, and bookends make desirable prizes for the winners, and Gettysburg Address facsimiles are welcomed by each pupil taking part. Also available are mimeographed

copies of a school playlet which you can sponsor. It is entitled, "Why Lincoln Grew A Beard." In working with the schools you not only contact teachers who themselves are good life insurance prospects, but the door is also opened for you to contact the children's families.

Mimeographed copies of the playlet as well as instruction sheets for sponsoring an essay contest may be ordered from the Company.

Program Chairmen

Luncheon clubs, business colleges, women's clubs, veterans organizations, schools and churches—among others—will be arranging Lincoln programs in February. You can make valuable contacts while helping the program chairmen prepare for these events. Or you can gain considerable prestige and publicity by delivering such a talk yourself. You have available four Lincoln speeches suitable for delivery before general audiences. The titles are: "Lincoln's Early Vocations," "Lincoln the Prairie Lawyer," "Lincoln the Patriot," and "Abraham Lincoln, Commander-in-Chief."

At these meetings you could also distribute some inexpensive but highly-valued Lincoln mementos: the Famous Bixby letter in Lincoln's handwriting, the small black and white Brady photographs (Form 1966), Lincoln leaflets (15 subjects), Lincoln booklets, or a full-color Lincoln portrait (3 sizes). This is the finest color picture of Lincoln available, and since LNL owns the original T. Hamilton Crawford portrait, these reproductions are available only through you. The popular Gettysburg Address facsimile has been given a new, more attractive look.

The gavel shown with the individual Lincoln items has several uses. Lincoln Day Meeting chairmen may want to establish a tradition of calling the meeting to order with a gavel made from wood grown on the Lincoln birthplace farm. You could arrange either to receive mention or to present the gavel. Other clubs, too, might like to present such a gavel each year to the incoming president.

Your Regular Contacts

In addition to the leaflets, pictures, booklets, etc. already described, there are many other Lincoln items you can use in your regular contacts in February and throughout the year. A Lincoln book with your card enclosed makes a dignified, appropriate gift which keeps your association with Lincoln National Life before your clients. Some Lincoln representatives have found it worth while to present a small Lincoln library to a school, club, or valued contact. Some of the more popular Lincoln items are shown in this *Bulletin*. Of these, the full-color Pyraglass Lincoln plaque and the beautiful Lincoln paper weights are particularly appropriate for home or office. One paper weight features a bronze Lincoln medallion molded in transparent plastic. The other, a bronze Lincoln medallion in a solid walnut base. And remember that Lincoln bridge and gin rummy score pads take on added value in February because they feature a Lincoln portrait. Your clients will appreciate them now, more than ever.

Dr. McMurtry Begins Annual Tour

Dr. R. Gerald McMurtry, Director of the Lincoln National Life Foundation, has opened his annual tour of speaking engagements. The tour will cover a period of two months and will take him to eighteen cities.

In Philadelphia, Dr. McMurtry will be the honored guest at a banquet of the Lincoln Civil War Society. Following his address at the Union League Club, he will be presented the Society's annual Bronze Plaque Award which goes to the person judged by the Society to have contributed most in efforts to enlighten the public on the life and times of Abraham Lincoln.

His complete itinerary is as follows:

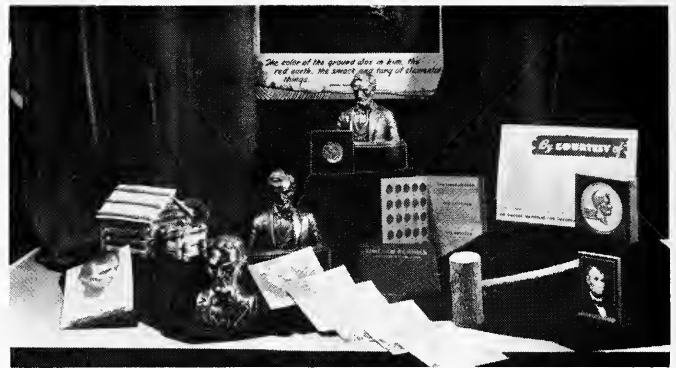
- Amarillo, Texas, Jan. 8, 9, 10.
- El Paso, Jan. 13, 14.
- San Antonio, Jan. 16, 17.
- Corpus Christi, Jan. 20, 21.
- Houston, Jan. 22, 23.
- Beaumont, Jan. 24, 27.

(Continued on page 11)

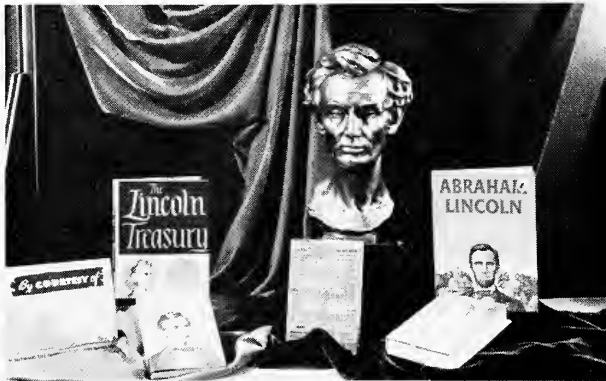
**Order Form for Lincoln Items Enclosed
with this Bulletin**

**Lincoln Month opens in three weeks—
MAKE YOUR REQUISITION TODAY!**

Suggested
LINCOLN EXHIBITS
 using combinations
 of the various items
 available to LNL representatives



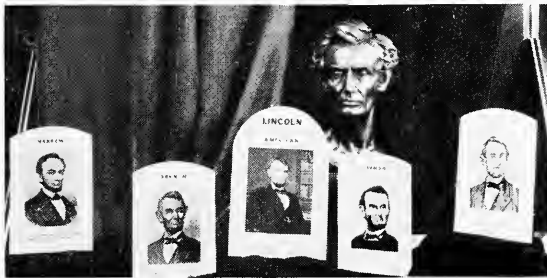
A display composed of a variety of individual items including the striking Rebeck book ends, the log cabin, and the Lincoln information pamphlets.



Ideal as a library exhibit—the Volk bust of Lincoln, surrounded by selected volumes covering Lincoln's life and times.



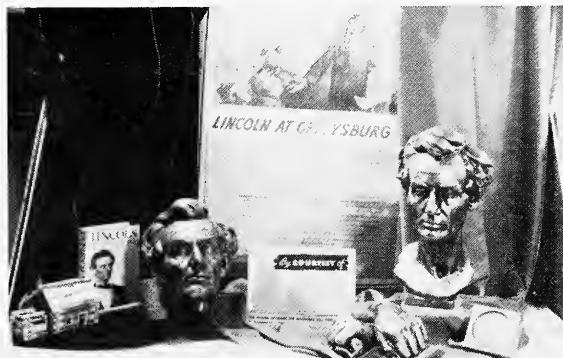
The hands display becomes the center of attention in this exhibit which includes the Volk Lincoln head and Lincoln bust.



The Volk bust forms a background for portraits depicting the Great Emancipator as seen by artists from four foreign countries.



In this display, the Rebeck book ends support several recent volumes about Lincoln, with three different likenesses of Lincoln in the background.



A placard including the Gettysburg address in Lincoln's own handwriting forms a backdrop for a number of individual items including the life-size replicas of Lincoln's hands.



A display with special appeal for youngsters—featuring the log cabin and gavel, both of which are made from wood cut on the Lincoln birth-place farm in Kentucky.



agencies which scored their Best Month Of The Year during Cross Month

—This list includes those agencies shown in last week's preliminary report, plus those whose tabulations arrived after press deadline. The percentages are based on final totals submitted by the general agents.

Ivan F. Childs & Associates, 282%

Cyril M. Scully, 262%

Julian A. Bryant, 213.3%

Himes M. Silin, 209.5%

Tuttle-Carpenter, 203.3%

Wilson Slick, 183.5%

Tinkham-Loos, 157.8%

Leslie C. Deason, 151.1%

H. Kenneth Craw, 148.8%

Hal D. Webb, 134.7%

W. L. Pool & Associates, 128.6%

Frank Jay Mellinger, 122.4%

Elbert H. Cosman, 121.1%

Hoyt W. Torras, 117.2%

Eugene B. Bingham, 115.7%

J. K. Pace & Associates, 115.7%

Graham Hopkins & Associates, 115.1%

Maurice Raffel, 114.5%

T. Denton Hammond, 112.4%

Thomas M. Harrison, 110.8%

Holmes-Shackleton, 108.2%

Elbert F. Eastwood, 104.1%

Thomas A. Allison, 103.9%

L. M. Elling & Associates, 103.2%

James A. Galligher, 102.9%

William R. Beardslee, 102.5%

Robert E. Beisel, 101.9%

Oliver G. Carothers, 101.8%

Paul G. Delman, 101.5%

Denver C. Fields, 100.2%



Record Number

1957 CROSS MONTH WINNERS!

Those agents indicated by a ★ were reported
by their general agents as having beaten
their best month of the year

Individual Winner – H. A. GRAY

Richmond, Virginia
J. A. Bryant agency



Harry A. Gray of the Bryant agency, Richmond, Virginia, is the 1957 Cross Month Individual Winner. Harry, who is a National Quality Award winner, also lead the Honor Roll of Stars for November. He concentrates on business insurance, with a large portion of his production volume stemming from that source. Congratulations, Harry, on your Cross Month victory!

Runner-up – MISS PEARL SHOEMAKER

Bedford, Pennsylvania
Wilson Slick agency

Group I

WINNER

★ Gray, H. A. Bryant

RUNNER-UP

★ Shoemaker, Miss Pearl... Slick

Abrahams, Mark Gallagher
Adler, W. V. Northern Indiana
★ Allison, D. R. Allison
★ Armistead, H. B.
..... Tuttle-Carpenter
Atkin, H. R. Isaacson
Baer, King, CLU Heine
Baker, J. W. Hearn
★ Ballard, R. J. Arnold
Barbato, Luca Bass
★ Baum, J. J. Feustel-Berglas
Behr, F. W. F. Becker
★ Beighley, R. L. Tinkham-Loos
Berg, J. J. Feder
Blond, A. J. Wood
Brenner, M. L. Feustel-Berglas
★ Breuninger, H. F. Beardslee
Broussard, E. C. Enderle
★ Carpenter, W. E.
..... Tuttle-Carpenter

Carron, Mrs. Carmen L. Saldana
Caton, G. F. Seibert
★ Cheslock, Alvin O'Connor
★ Childs, I. F., CLU Childs
Christensen, Vince Elling
★ Christie, Walter Beardslee
Cohen, I. A. Weidner
★ Corak, B. G. Gallagher
Cosman, E. H. Cosman
★ Craw, H. K. Craw
Dashiell, S. R. Pool
★ Davis, David Tuttle-Carpenter
Dullea, M. E., CLU
..... Ulrich-Johnson
Elieff, G. P. Elling
★ Ellzey, Russell Simmons
Erlach, Mrs. Rose C. Pool
★ Faanes, E. O. Whiffen
Fairchild, C. M., CLU Marsh
Farrell, T. J. Ulrich-Johnson
Feldman, Eli Bryant
Fields, D. C. Fields
★ Ford, A. J. McEwan
Forman, J. L. Lamar
Foster, S. B. Ulrich-Johnson

Fowler, C. V., Jr. Smith
★ Fowler, W. L. Pool
Glass, W. V. Benedict
★ Gordon, L. J. Wood
Gregsamer, John C. Wood
Hendricks, J. M. Hendricks
Hilliard, R. A. Hilliard
★ Hopkins, M. F. Bingham
★ Hughes, R. E. Tuvey
Iwasaki, F. M. Feustel-Berglas
Jones, S. E., Jr. Fraser
Jordan, C. B. Northern Indiana
★ Kaemmerling, G. J. Small
★ Kibble, W. B. Mellinger
Klein, William Graham
Knight, A. V. Lawrence
★ Knizel, J. F. Deason
★ Landolina, N. J. Tinkham-Loos
Lindley, L. T. Pool
★ Loos, R. A., CLU Tinkham-Loos
Lovett, H. M. Fraser
★ Lovisa, V. V. Scully
McCarthy, E. T., CLU
..... Green-Shoup
★ McDermott, J. L. Tinkham-Loos
★ Mabry, R. W. Helvie

Cross Month Winners

(Group III—Continued)

English, H. E. Wood
 Fann, A. A. Feustel-Berglas
 ★ Feld, D. A. Bennet
 Fine, Mrs. Esther S. Bryant
 Fox, L. F. Wright
 Fulwiler, H. C. Fulwiler
 Garrett, R. K. Bingham
 Gatewood, R. P., CLU Marsh
 Golub, H. S. Enderle
 Gordon, Jack Wood
 ★ Griffin, C. S. Mecke-Ganster
 ★ Hammond, William L. Tuvey
 Hays, C. E. Pace
 ★ Hekman, Adolph Green-Shoup
 ★ Heller, R. F. Lotito
 Hiatt, B. E. Helvie
 Hilliard, R. A., Jr. Hilliard
 Hooker, R. R. Pace
 Hunnius, H. O. Becker
 Inman, E. R. Becker
 Iverson, I. C. Isaacson
 ★ Jensen, N. B. Elling
 Johnson, J. J. O'Neal
 Jordan, J. W. Lamar
 Joyce, G. D. Childs
 Kale, P. A. Crow
 Katsura, L. G. Lotito
 Kelly, Franklin B. Weidner
 ★ Kerby, Miss Mary Mellinger
 Kertman, C. F. Feustel-Berglas

Koga, J. H. Isaacson
 Kwasniewski, S. J. Feustel-Berglas
 Larew, M. G. Isaacson
 Lawall, W. F., CLU Helvie
 Lawver, Col. K. W. Hopkins
 Lee, B. F. Bennett
 McBride, R. M. Tinkham-Loos
 McNamara, J. R. Cosman
 McNown, W. S. Nelson
 Manning, P. D. Enderle
 May, H. R. Evans
 Mayer, A. E. Nelson
 Metz, R. V. Feder
 Milton, R. W. Bingham
 Monk, R. H. Lamar
 Moser, O. L. Northern Indiana
 ★ Mulder, W. A. Green-Shoup
 Nahikian, R. S. Beisel
 Nelson, L. R., CLU Small
 Nethero, R. E. Isgrig
 Newman, D. D. Carothers
 O'Neal, F. A. O'Neal
 Permut, R. E. Pool
 Ramey, B. R. Evans
 Ray, D. A. Carothers
 Rhinehart, S. C. Delman
 Richardson, L. F. Webb
 ★ Romo, N. E. Teeter
 Rosenbloom, Lawrence
 Feustel-Berglas
 Saunders, T. R., Sr. Lamar
 ★ Schumann, R. I. Graham

Seahorn, W. W. Francis
 Shalowitz, Edward O'Connor
 Sheehan, J. J. Elling
 Simmons, D. L., Jr. Simmons
 Slick, N. S. Slick
 Solomon, Jack, CLU O'Connor
 Sprague, Mrs. Josephine M. Sander
 Stacy, F. J. Antrobus
 Starchman, C. L. Evans
 ★ Sterling, W. R. Francis
 Stuhlsatz, W. J. Hays
 Sugarman, Sig Lamar
 Sweeney, H. P. Isgrig
 Symons, R. W. Tuttle-Carpenter
 ★ Thumma, J. M. Raffel
 Tinkham, Richard P. Tinkham-Loos
 Todd, R. E. McMurchy
 Touch, A. L. Nelson
 Tuan, K. L. Galligher
 Varga, A. W. Small
 Vaughn, B. H. Antrobus
 ★ Vaughn, F. C. Harris
 Vaughn, I. L. Pace
 Vincent, J. F. Whiffen
 Wesling, Howard Wright
 ★ West, H. W., Jr. Harris
 Wicand, E. L. Raffel
 Williamson, D. L. Eastwood
 Wilson, R. E. Weidner
 Winget, J. M. Isaacson
 Wolfe, L. E., Jr. Fargo
 Wright, L. S., Jr., CLU Wright



Coming

January 20

**LNL's
 FAMILY POLICY**

**—Protects the whole family — Dad, mother
 and the children — Under one convenient
 low-cost plan.**

PROSPECT NOW!

CONTINUOUS SERVICE ANNIVERSARIES

35 Years

Heading the list this month are C. A. Swineford, Richmond, Va.*; H. R. Zimmerman, Daytona Beach, Fla.*; W. F. Beurer, Jr., Memphis, Tenn.* and R. G. Johns, Pittsburgh, Penn.*, who are celebrating 35 years of continuous service. Mr. Swineford and Mr. Zimmerman share the anniversary date of January 1. For Mr. Beurer and Mr. Johns, the anniversary dates are January 24 and January 25 respectively.

30 Years

F. W. Dedelow, Hammond, Ind., January 1.

M. W. Bruml, Cleveland, Ohio, January 6.*

25 Years

H. M. Holmes, general agent in Milwaukee, January 1.

20 Years

William Rosenfeld, Greenville, S. C., January 1*.

Thorpe B. Isaacson, general agent in Salt Lake City, January 2.

P. J. Shoemaker, Butler, Penn., January 2*.

G. W. Snodgrass, Allen, Ky., January 3*.

H. I. Morewitz, Norfolk, Va., January 4.

McMurtry

(Continued from page 5)

Dallas, Jan. 28, 29.

Fort Worth, Jan. 30, 31.

Cleveland, Ohio, Feb. 6.

Philadelphia, Pa., Feb. 8.

Minneapolis, Minn., Feb. 10.

Madison, Wis., Feb. 11, 12.

Milwaukee, Feb. 13, 14.

Chicago, Ill., Feb. 18, 19.

Peoria, Feb. 20, 21.

Toledo, Ohio, Feb. 25, 26, 27.

Dayton, March 3, 4.

Columbus, March 5, 6, 7.

The purpose of the tour is to bring the Lincoln story to communities served by LNL representatives. Over a three-year period, Dr. McMurtry plans to visit virtually every state in which the Company operates. In most cases, his appearances are arranged by LNL representatives in each city.

Max Rogal, Pittsburgh, Penn., January 11*.

10 Years

Benny Burton, Pittsburgh, Penn., January 1*.

V. J. Lutz, Saulte Ste. Marie, Mich., January 1.

Mrs. M. P. Jones, Louisville, Ga., January 5*.

J. F. Knizel, Bowling Green, Mo., January 14.

B. W. Teekell, Shreveport, La., D. H. Casey, East Lyme, Conn., January 26.

H. F. Doyle, Greenfield, Calif., January 26.

G. W. Phillips, Waukon, Iowa, January 29.

J. A. Railton, Newark, N. J., January 29.

5 Years

R. K. Davenport, High Point, N. C., January 1.

W. T. Graham, general agent in Charleston, W. Va., January 1.

W. R. Marsh, St. Louis, January 2.

R. A. Slattery, Hartford, Conn., January 2.

Mrs. J. M. Sprague, Balboa, Canal Zone, January 2.

L. B. Vance, Phillips, Texas, January 2.

M. G. Larew, Ogden, Utah, January 3.

Miss Geneva Green, Oklahoma City Office, January 5.

G. R. Stout, Ypsilanti, Mich., January 7.

J. S. Rollman, Jr., Monterey Park, Calif., January 14.

E. A. Urban, Philadelphia, Penn., January 15.

P. L. Woolley, Beaumont, Texas, January 20.

C. I. Haycraft, Arlington, Va., January 23.

*Includes other than LNL Service

Additional Cross Month Leaders for the Month

The Frank Jay Mellinger agency, Akron, reports a three-way tie for "leader of the month honors," during Cross Month. Sharing the top spot are A. I. Ostrov, W. B. Kibble, and Saul Ostrov.

News from the Field

Although it may not show up in the usual "honor" listings, top honors for "personal production" must go to the Feustel-Berglas agency, Los Angeles, which reports the recent arrival of three new Lincoln Lifers. Mr. and Mrs. **Howard L. Kaufman** have a new daughter, Tracy Susan Kaufman; Vicki Rene Shafer is the new daughter of Mr. and Mrs. **Joseph Schafer**; and Mr. and Mrs. **Lawrence Rosenbloom** also announce a new daughter, Jan Rosenbloom. A warm welcome to the new arrivals, and congratulations to the Feustel-Berglas agency.

An equally warm welcome to these other new Lincoln Lifers:

Mark Joseph Nemergut, new son of Mr. and Mrs. **Vincent Nemergut**, Stratford, Conn., of the J. G. Havens agency.

A son, John C. Gamble, born December 27 to Mr. and Mrs. **Cliff Gamble** of the Home Office. Cliff, Assistant Superintendent of Agencies, can be pardoned a bit of extra pride—after five daughters, finally an eight-pound redheaded son.

Nancy Tullis, new granddaughter of **Earl M. Crandall**, representative for Thorpe B. and Richard A. Isaacson, Salt Lake City. Little Nancy has a real Lincoln background. She was named for her mother, who in turn was named for Nancy Hanks. Grandfather Crandall reports that his fellow agents named his daughter, who was born on February 12, at a time when the agency had a Nancy Hanks Club.

Best wishes for a complete and speedy recovery to:

Melvin B. Aiken, O'Connor agency, Baltimore, who underwent a recent eye operation.

Harry Steinberg, Hal D. Webb agency, Dallas, who has been hospitalized.

Deepest sympathy is extended to **Lloyd H. Feder**, general agent in Cleveland, whose wife died December 26. Mrs. Feder suffered a fatal heart attack during a Christmas

(Continued on page 12)

HAVE YOU STARTED WORK TOWARD

The 1959 President Club Convention?

THE QUALIFICATION PERIOD OPENED JANUARY 1

News

(Continued from page 11)

visit with the Feders' daughter, Mrs. Laurence Bloom, in Louisville, Kentucky. Funeral services were held December 29, in Cleveland. We join with Lloyd's many friends and associates in extending heartfelt condolences in his time of sorrow.

Congratulations to **Ben Roush**, Northern Indiana agency. He and his family received some fine publicity in the rotogravure section of the Fort Wayne News-Sentinel. The Roush family was pictured in the "Meet Your Neighbor" feature.

Three LNL Agents Taken by Death

Three LNL representatives were taken by death recently, William T. Ashby, of the Beardslee agency, Newark, N. J., Paul M. Tingle, Connersville, Ind., Glenn W. Isgrig & Associates, and H. W. "Bill" Diebolt, Shelby, Michigan, R. H. Wertz & Associates.

Mr. Ashby died on December 14 at the age of 75. Mr. Tingle, who was 66 years old, died on December 22. And Mr. Diebolt, who was 82 years old, passed away on December 21 following surgery.

All three men were veterans of the insurance business and all had been with the Company for many years. Deepest sympathy is extended to their families and to their co-workers.

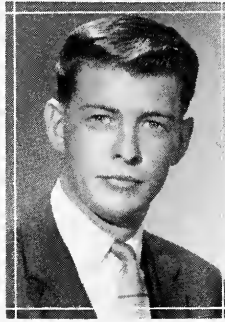
Johnstown, Pa., Likes LNL Group Insurance

Wilson Slick, general agent in Johnstown, Pa., sent to the Home Office a newspaper clipping indicating that the Johnstown City Council plans to renew the LNL Group Insurance plan which now covers most of the municipal employees. A spokesman for the Council indicated that the Council has been very pleased with the plan which, he said, has been working out well for the city and for the employees.

Antrobus Agency Christmas Party

A turkey dinner was the feature attraction when the Frank Antrobus agency, Pontiac, Michigan, held its recent holiday party at the Highland Manor. Nine representatives and their wives were in attendance. Frank reports that it was his lot to carve the twenty-five pound bird, a formidable but rewarding task.

Huntress Named Regional Group Manager



Hal R. Huntress

The appointment of Hal R. Huntress as Regional Group Manager of El Paso, Texas, and the states of Arizona and New Mexico has been announced by Thomas A. Watson, Second Vice President. The Group office is located at 3500 North Central Avenue, Suite 317, Phoenix, Arizona, and will provide Group insurance service for LNL agents and brokers and administrative assistance to the Company's Group policyholders in those areas.

Mr. Huntress, who has a successful background in the Group insurance field, joined the Company last May. He is a native of Arizona and an alumnus of Arizona State College. During World War II he served with the Air Force in the Far East, working primarily in a personnel capacity.

Voltaire said, "The greatest reward for a thing well done is to have done it."



MEL MILLAR

Well, dear, what kind of a day did you have?

Steak for Lotito, Beans for Crow

On Wednesday night of this week, members of the Lotito and Crow agencies, Chicago, will gather at the Lake Shore Athletic Club for dinner. However, there will be a difference in the bill of fare. Dicker steaks will go to the Lotito men, while the Crow delegation will eat beans. The occasion is the payoff on the inter-agency Cross Month contest which was won by the Lotito group.

COMING
NEXT WEEK
Results of
all inter-agency
contests during
Cross Month

Successful Archer



Clifford C. Westby, Herman A. Malmberg & Associates, Seattle, is one of those outdoors men who prefers his deer hunting the hard way. Shunning the high-powered rifle, he uses the traditional weapon of the Indian. That he is successful is evidenced by this photo which shows Cliff, his bow and arrow, and one of his recent kills.