



BULLETIN

Published Weekly for the Field Representatives of
The Lincoln National Life Insurance Company, Fort Wayne, Indiana

No. 159

DECEMBER 17, 1956

Plan Your Lincoln Month Activity Now!

Variety of Promotional Material Affords Unusual Opportunity to LNL Agents

In February, Abraham Lincoln's birth month, LNL representatives have an unusual opportunity to develop wider personal contacts and build good will by promoting interest in Lincoln and his life. The Company has an excellent supply of dignified and authentic promotional material on the Great Emancipator. Although valuable throughout the year, it is especially timely for use in February. These items, plus the consulting service of the Lincoln National Life Foundation, can make you the natural source of Lincoln data in your community. With February less than seven weeks away, this 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*.

There are five basic activities available to you. You can:

1. Use Lincoln displays.

2. Secure newspaper, TV, and radio publicity.
3. Work with the schools.
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, 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. You can arrange to have this taken care of locally.

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



E. L. Wieand had this impressive Lincoln display erected in the window of the Lehigh Valley Trust Company in Allentown, Pa., last February.

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 with space for 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 space for your imprint.

Lincoln Hands Display. The hands that guide 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 space for 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 news 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 space for 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. Room for your imprint 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).

Patriotic Placards. Lincoln's declarations about our form of government are especially pertinent now. The patriotic placards feature, in addition to Lincoln's portrait, four timeless, thought-provoking statements. Printed in red, white and blue on heavy cardboard 14" x 20"

with easel backs and space for your imprint.

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 numbers 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. The reception given these transcriptions since they were introduced three years ago has proved that radio stations are interested in talks of this type as a public service activity—particularly a Lincoln talk on Lincoln's birthday. Here is an opportunity for you to offer your local radio station one or two recorded talks by a nationally known Lincoln authority.

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 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 Lin-

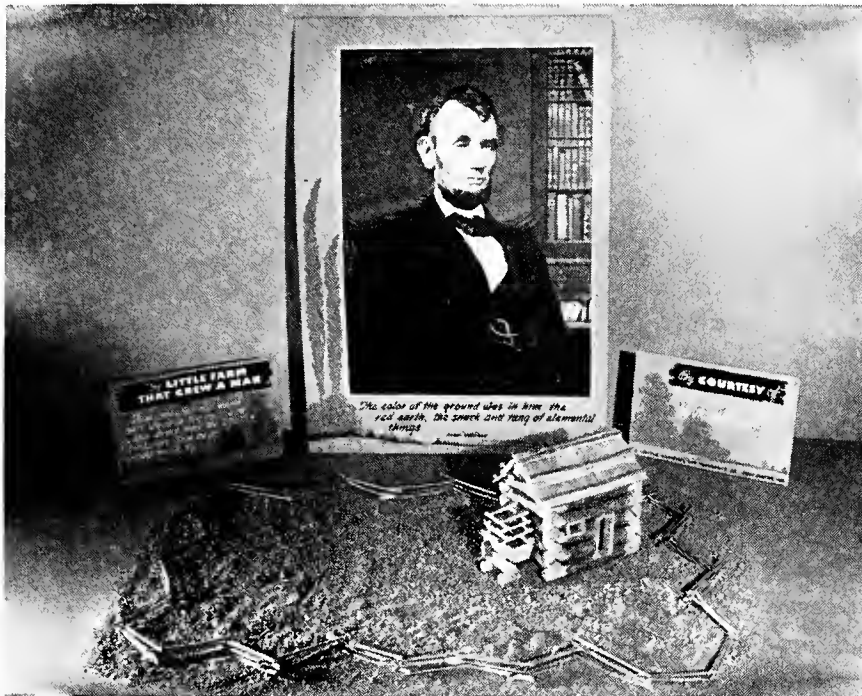
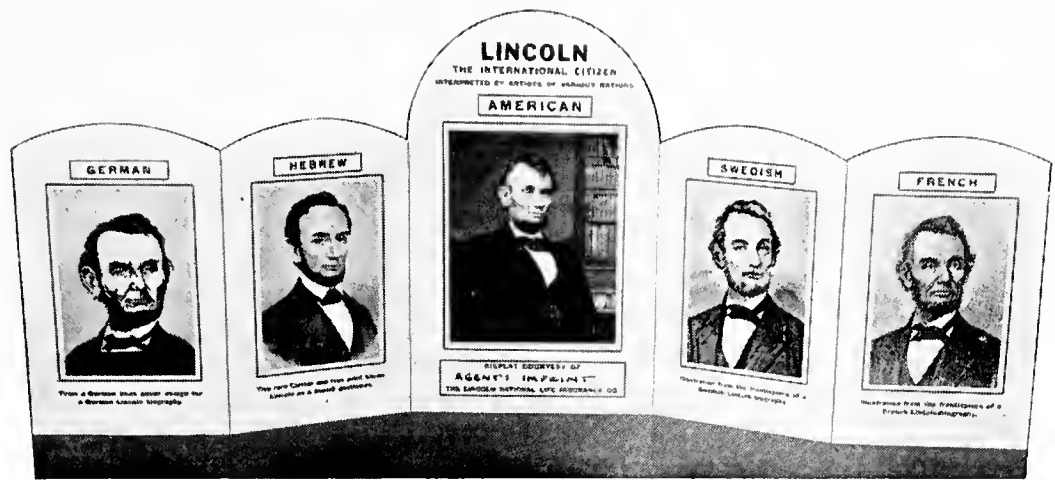
*Can be ordered at no cost from Agency-Supply.



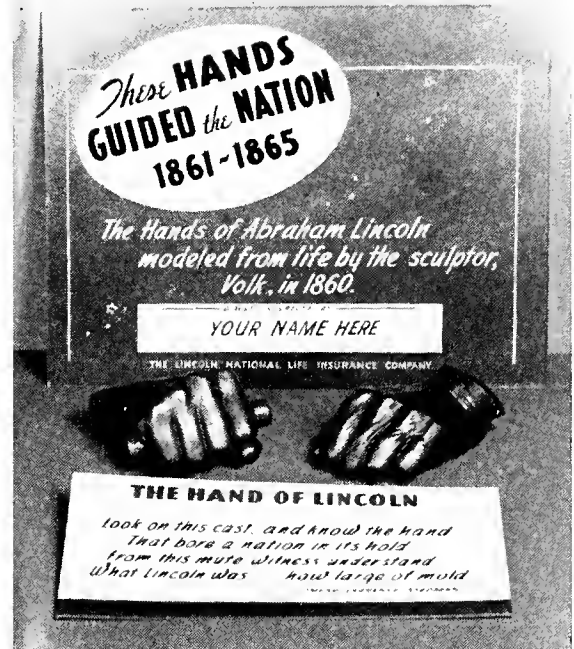
Patriotic Placards, set of four.....50¢

Lincoln Displays

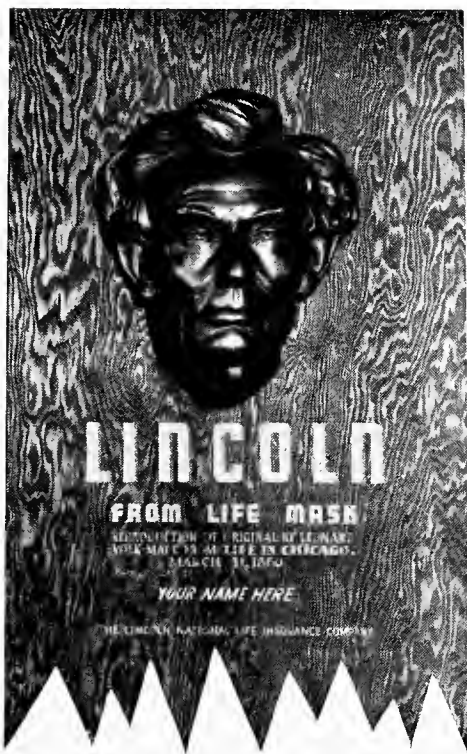
(Right) Lincoln, The International Citizen..... .50



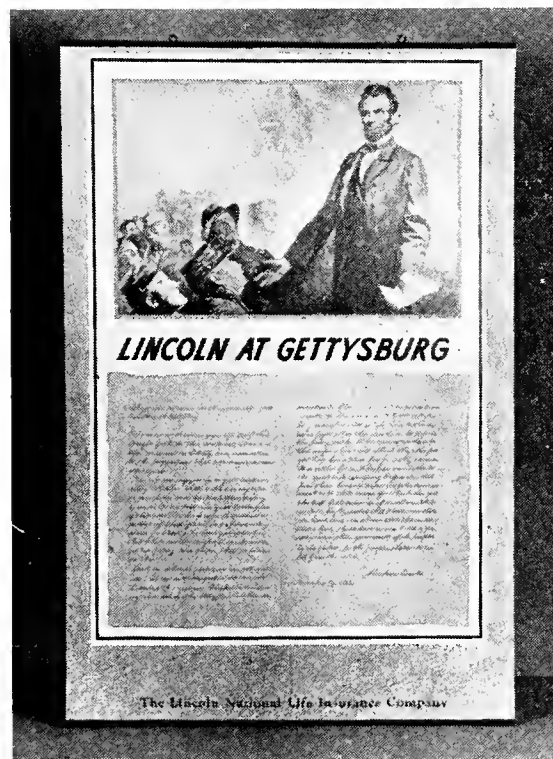
Lincoln Cabin Display (including placards)..... \$2.50
Placards only (per set)..... .75



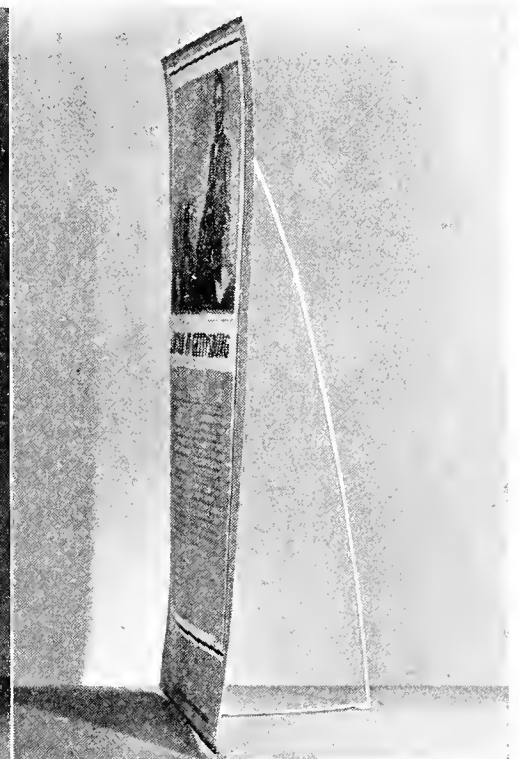
Lincoln Hands Display..... \$3.00
Placards only (per set)..... .50



Lincoln Head Display..... \$4.00



Lincoln at Gettysburg Display..... 50¢



Lincoln Month

(Continued from page 2)

coln 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 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 on the opposite page. The complete list is shown on the requisition form enclosed with this *Bulletin*.

Lucky Lincoln Penny. The latest addition to LNL's good-will advertising novelties is a lucky piece which features a Lincoln penny



Lucky Lincoln Penny
(See special form enclosed)

mounted in aluminum. A complete description with prices and ordering information is given on a form enclosed with this *Bulletin*.

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 on the enclosed order form.

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." (Use order form).

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, and will be announced next week.

The gavel shown on page 5 has several uses. Lincoln Day Meeting chairmen would be glad 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.

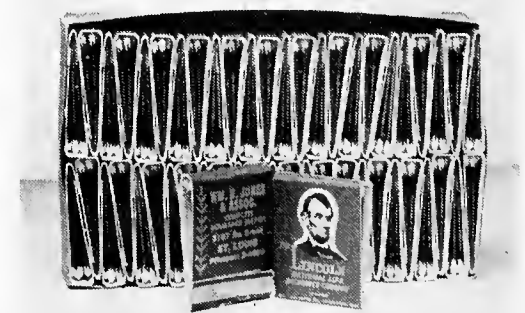


Playing Cards (Double Deck)

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 on page 5. 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 and book matches take on added value in February because they feature a Lincoln portrait. Your clients will appreciate them now, more than ever.

Book Matches (Imprinted)



**No need to wait—you have seven weeks to prepare your
Lincoln Month activity. Send in your requisition form
TODAY!**

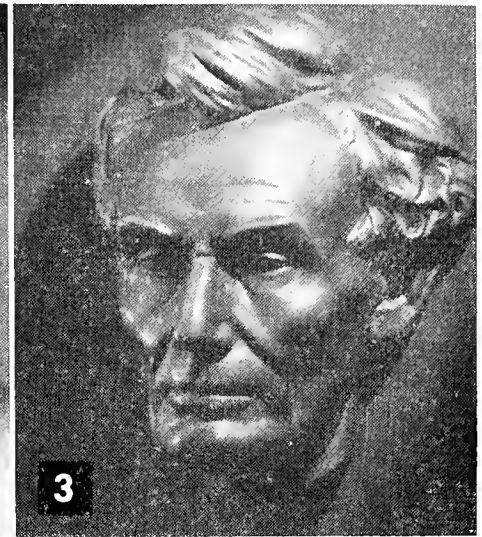
Some Popular Lincoln Items



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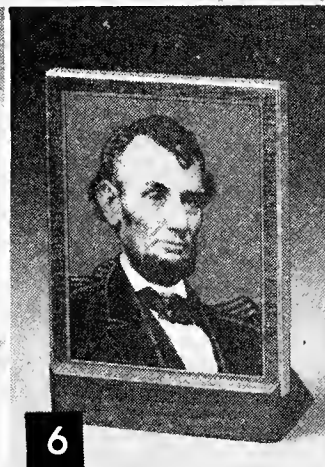
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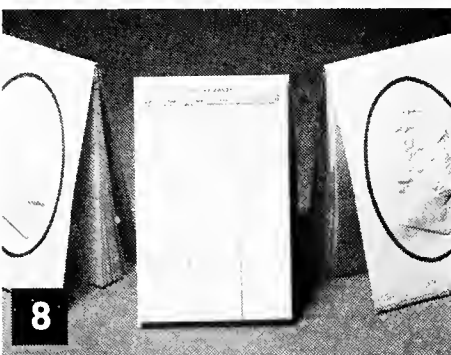
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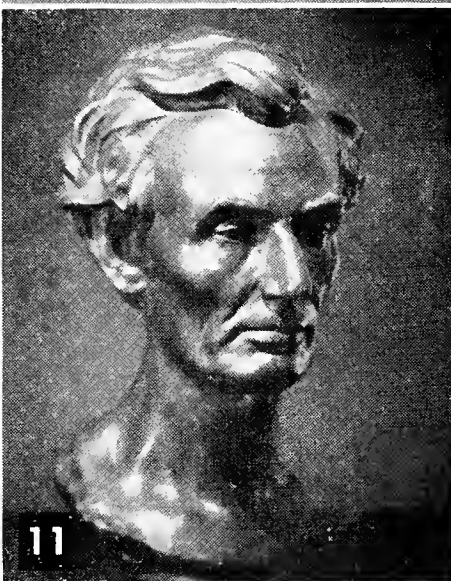
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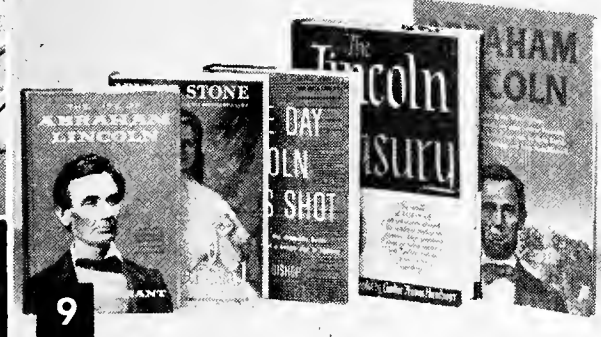
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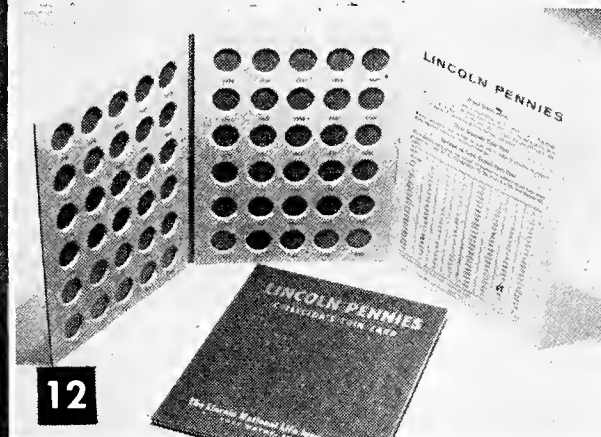
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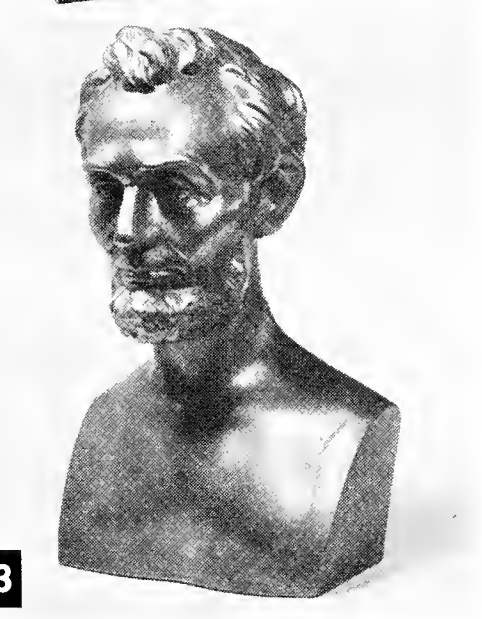
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12



13

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

5. Walnut paper weights with inlaid medallion.
6. Pyraglass plaque with base.
7. Lincoln head bank.
8. Imprinted score pads.

9. Popular books about Lincoln.
10. Transparent plastic paper weights.
11. Bust by Volk.
12. Penny coin cards.
13. Bearded bust by Bastiani.

First LNL 1957 MDRT Members



William Rosenfeld
Life and Qualifying Repeating



David Warshawsky
Life and Qualifying Repeating



A. L. Hallenberg, Jr.
Life and Qualifying Repeating

Three LNL representatives have received notice of their qualification for the 1957 Million Dollar Round Table of the National Association of Life Underwriters. They are: William Rosenfeld, Greenville, S.C.; David Warshawsky, Cleveland; and A. L. Hallenberg, Jr., Louisville. All three men are designated Life and Qualifying, Repeating.

Mr. Warshawsky, who is a member of L. H. Feder & Associates, became a Life member of the Round Table in 1945. This is his 15th consecutive year of qualification for the MDRT.

Mr. Rosenfeld, of the R. A. Hilliard agency, has qualified six times

in all. He became a Life member last year.

Mr. Hallenberg, who is associated with the D. W. Hallenberg agency, marks his seventh consecutive year of qualification for the MDRT, and his eighth in all. He became a Life member in 1953.

LUTC Classes Have Record Enrollment

LUTC enrollments in 1956-57 tenth anniversary Life classes have reached a total of 15,705, bettering last year's record by more than 2,000, it was announced today by Frank B. Maher, president of the Council.

Two-thirds of the students are enrolled in the First Year of the course and one-third in the Second Year. There are 806 classes underway in the 48 states, District of Columbia, Hawaii, Puerto Rico, and Alaska.

Lesson Plan Technique Used

A highlight of this year's classes is the nationwide use of the lesson plan technique in both the First and Second Years of the course. This technique was made available to First Year instructors in 1955-56 classes and this year is being used for the first time by Second Year instructors. This training technique provides each instructor with a prepared study and discussion plan designed to assist him in bringing out the most practical sales ideas contained in each assignment.

More ABC Plan Approvals

Three more jurisdictions have approved LNL's new ABC Plan:

District of Columbia

Rhode Island

California (Having originally approved the Plan for Life only, California has now approved it for A & S as well.)

Dr. McMurtry To Begin Annual Tour

Dr. R. Gerald McMurtry, Director of the Lincoln National Life Foundation, has announced his itinerary of speaking engagements for next year. Dr. McMurtry is continuing the annual tours which Dr. Warren conducted for 28 years. His first tour, the 29th under the Foundation's auspices, will take him to 19 cities in the eastern part of the country over a period of eight weeks.

Here are the scheduled cities and the dates of Dr. McMurtry's appearances:

Cincinnati, Ohio, Jan. 3.
Louisville, Ky., Jan. 7, 8, 1957.
Charleston, W. Va., Jan. 11.
Canton, Ohio, Jan. 14, 15.
Akron, Ohio, Jan. 16, 17.
Johnstown, Pa., Jan. 18.
Pittsburgh, Pa., Jan. 21, 22.
Erie, Pa., Jan. 23.
Cleveland, Ohio, Jan. 24, 25.
Norfolk, Va., Feb. 4, 5.
Richmond, Va., Feb. 6, 7.
Martinsburg, W. Va., Feb. 8.
Washington, D. C., Feb. 11, 12.
Baltimore, Md., Feb. 13, 14, 15.
Harrisburg, Pa., Feb. 18.
Philadelphia, Pa., Feb. 19, 20.
Newark, N. J., Feb. 21, 22.
Hartford, Conn., Feb. 25, 26.
Providence, R. I., Feb. 27.
Boston, Mass., Feb. 28, March 1.

The purpose of the tour is to bring the Abraham Lincoln story to people of the communities served by LNL representatives. Virtually all states in which the Company operates are visited within a three-year period. Dr. McMurtry's appearances will be arranged by LNL representatives in each city. The speaking tours provide favorable publicity for the Company and its representatives and promote interest in the life of Abraham Lincoln.

CLOSING DATE FOR 1956 PAID BUSINESS IS DECEMBER 27

In order to be counted in 1956, all first-year business must be issued and paid for and the remittance received in the Home Office on or before Thursday, December 27. No remittances received after December 27 will be counted for the year just closing, but will be credited in the year following.

All business to be paid for must be completed in every respect. Any supplementals or additional requirements necessary must be in the Home Office on December 27.

Business produced by agents operating through branch offices must be in the Collection office cashier's hands in sufficient time so that his reports will reach the Home Office on or before December 27.

In view of delays in the mails at the end of the year, payments should be mailed as early as possible.

CROSS MONTH

leaders for the month

as designated by their agencies

N. L. Garling.....Allison	R. H. Loeb, CLU.....Hallenberg	I. L. Vaughn.....Pace
F. J. Stacy.....Antrobus	E. D. Gatchel.....Halseth	J. D. Bullock.....Patmore
D. L. Stevens.....Arnold	L. T. Calaway.....Hammond	J. D. Karns.....Payne
Dan S. Winston.....Bardwell	Ernest J. Heyer }.....Harris	S. R. Dashiell.....Pool
Luca Barbato.....Bass	Howard E. Ross }.....Harris	W. F. Humphries, Jr.....Preus
J. A. Railton.....Beardslee	J. R. Brennan.....Harrison	R. F. Armstrong.....Rasey
F. M. Casey.....Becker	R. A. Slattery.....Havens	F. B. Gibbs.....Rittenberry
W. V. Glass, Jr.....Benedict	F. S. Tomkins.....Hays	A. S. Lube.....Saldana
J. A. Bell.....Bennett	Jess Landrum.....Hearn	Mrs. Margaret C. Woodworth.....
W. B. Bellack, CLU.....Benz	H. E. Graham.....HeineSandham
R. K. Garrett.....Bingham	E. S. Ehlers.....Helvie	E. W. Breese.....Schuller
C. A. Swineford.....Bryant	William Rosenfeld.....Hilliard	V. V. Lovisa.....Scully
A. F. Schontz.....Carothers	W. P. Graham, CLU.....Holmes	H. W. Zimmerman.....Seibert
Martin Deutch.....Chalkley	W. A. Torsell.....Hopkins	A. H. Fortune, Jr.....Silin
G. D. Joyce.....Childs	H. R. Atkin.....Isaacson	List Edmiston.....Simmons
J. F. LoSasso.....Craw	H. P. Sweeney.....Isgrig	J. E. Stone.....Slane
H. B. Crawley.....Crow	W. A. Beauchamp.....Keller	N. H. Freedman.....Slick
R. L. Horth.....Curtis	J. R. Drescher.....Lamar	W. B. Kemp.....Small
N. N. Nakashima.....Davies	A. N. Ferguson }.....Lanham	J. W. Johnson.....Smith
J. F. Knizel.....Deason	B. C. Palmer }.....Lawrence	G. V. Cleary.....Soukup
P. G. Delman.....Delman	W. M. Yater.....Lawrence	A. M. Stahly.....Stahly
C. A. Hobday, Jr.....D'Orlando	F. W. Ashley.....Lillis	G. A. McCauley.....Taylor
G. G. Duling.....Duling	R. J. Klebba.....Lofthouse	B. W. Teekell, CLU.....Teekell
M. J. Paine, Jr.....Eastwood	E. P. O'Malley.....Lotito	J. W. Daniels.....Teeter
H. H. Halverson.....Eccarius	E. S. Kotynski.....Lyons	R. L. Beighley.....Tinkham
H. S. Jovaag.....Elling	A. J. Ford.....McEwan	T. J. Hitomi.....Tuvey
E. C. Broussard.....Enderle	C. S. Zwetow.....McMurphy	S. B. Foster.....Ulrich
H. R. May.....Erickson	W. D. Blanchard.....Malmberg	T. B. Lesemann.....Ussery
David Warshawsky.....Feder	G. V. Hooker.....Mecke	H. L. Beckley.....VanderBrook
F. M. Iwasaki.....Feustel-Berglas	A. I. Ostrov }.....Mellinger	Harry Steinberg.....Webb
E. J. Sanderson.....Fields	S. A. Ostrov }.....Mellinger	I. A. Cohen.....Weidner
Rupert Rock.....Fishack	T. K. Blomain.....Melone	J. J. Maghakian.....Wekall
W. W. Seahorn.....Francis	Moses Smoller.....Nelson	Mrs. Alice E. Khoury.....Wertz
L. C. Broome.....Fraser	B. W. Roush.....Northern Indiana	R. L. Ranney, CLU.....Whiffen
W. M. Goldenzweig, CLU.....Fulwiler	Edward Shalowitz.....O'Connor	Charles Suits, Jr.....Williams
L. C. Haines.....Galligher	J. W. Allen.....Ogden	W. A. Skrobarczyk.....Wilson
L. D. Mahan.....Grace	J. J. Johnson.....O'Neal	L. J. Gordon.....Wood
L. E. Kagy.....Graham	I. S. Phillips.....Oppenheim	L. F. Fox.....Wright
V. J. Lutz.....Green-Shoup		

Remember, all Cross Month business, to count as such, must be paid for at the Home Office by December 21. Make it count!

The official list of Cross Month winners will be based on paid business and will be announced sometime in January. Watch for it!

Health Insurance Institute Ad Campaign Directed to People Behind the News

On the premise that the news value of health insurance is one of the most important assets insurance companies in the A & S field have in building stronger public relations, the Health Insurance Institute has begun an informational program especially designed for editors, publishers, and newscasters. The program will endeavor to give these "people behind the news" a better understanding of voluntary health insurance and how it performs for the public, so that they can more effectively translate health insurance information to their readers.

The program, started in December, is in the form of full page advertisements appearing in:

Editor and Publisher—read by 20,000 editorial and advertising journalists,

Broadcasting-Telecasting — going to 17,000 people in radio and TV,

Publishers Auxiliary—whose circulation includes over 14,000 editors of rural weekly papers.

The campaign concentrates on the accomplishments of voluntary health insurance, what health insurance is, what it does for the public, kinds of policies available, how they are written, and benefits paid.

Early in 1957, "Advertorials" on health insurance will appear in:

Atlantic Monthly—with a circulation of 221,000,

Harpers—which is read by 191,000 people.

Educational Targets

In the field of education, the Institute has obtained the cooperation of the Life Insurance Institute in adding an instruction section on health insurance to the latter's

"Blueprint for Tomorrow." "Blueprint" is the Life Insurance Institute's educational kit provided secondary school teachers for classroom courses on life insurance, and is used by some 12,000 teachers for about 300,000 ninth and tenth graders. The new section on health insurance will consist of two chapters.

Minute-Man

Here's A. L. Dallas, Jr., whose photo was not shown with the announcement of his Minute-Men Club qualification last week:



A. L. Dallas, Jr.
Francis
1st Year

THE TENTH LNL AGENTS TRAINING SCHOOL

will be held at the Home Office Monday through Thursday, January 21-24, 1957. Agents contracted between February 1 and April 30, 1956, who qualify in accordance with Training School requirements will be eligible to attend.

Dedication Ceremonies At Americana Hotel

Approximately 2,500 civic, political, fraternal and religious leaders of the State of Florida assembled at Miami Beach on December 9 for formal dedication ceremonies at the \$17 million Americana Hotel, where LNL convention qualifiers in the South will sojourn in 1958. Following a brief ceremony, the hotel was opened for guided tours.

First guests at the Americana were registered the week previous after Florida Governor Leroy Collins presented the hostelry with the 60,000th hotel license issued in the State and, in return, was "guest number one" in ceremonies carried via press, radio and television.

Millions of prospective Florida vacationers throughout the nation received guided tours of the new Americana last weekend via nationwide television when National Broadcasting Company originated the following shows from the hotel: Dave Garroway's "Today" December 13 and 14; Steve Allen's "Tonight" December 14 and "The Perry Como Show" on December 15. The Como show originated in the Americana's fabulous Bal Masque Supper Club, which opens December 19 with Xavier Cugat's orchestra.

The Americana with its 475 rooms, 600 feet of ocean front and 10 acres of sub-tropical landscaping, is a complete city within itself.

Correction

In the list of service anniversaries published last week Mrs. B. Ruth Loehr's name was so misspelled as to leave doubt of her true identity. And on the occasion of her Quarter Century Club announcement, too!

BILL

