

LINCOLN PLEDGE SIGNING DAY IN THE SUNDAY SCHOOLS.

HEADQUARTERS OF  
**THE ANTI-SALOON LEAGUE OF AMERICA**  
***The Lincoln Legion***

ABSTINENCE DEPARTMENT OF THE ANTI-SALOON LEAGUE  
REV. HOWARD H. RUSSELL, D.D., GENERAL SECRETARY  
REV. MILO G. KELSEY, ASSISTANT SECRETARY

Westerville, Ohio.

Dear Pastor and Sunday School  
Superintendent:

**T**HE Lincoln Legion, the Abstinence Department of the Anti-Saloon League, was founded at Oberlin, Ohio, on October 21st, 1903. Cleopas Breckenridge and Moses Martin, two aged retired farmers from Illinois, testified that day in the old "First Church" that Abraham Lincoln induced them to sign the temperance pledge in 1846. It was a thrilling occasion. Moses Martin gave fifteen hundred people the pledge, orally, sentence by sentence, as he received it from Lincoln. Oberlin invited the world to help build the Lincoln Legion as a gospel temperance and pledge-signing movement.

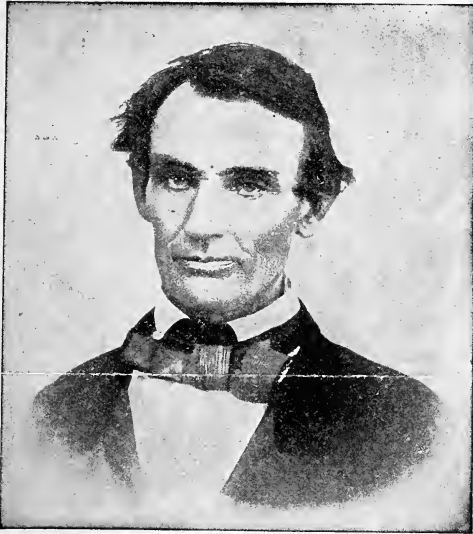
The Anti-Saloon League has quietly introduced the Lincoln pledges and more than a quarter of a million already have been signed.

One thing has delayed an aggressive pledge-signing movement. It was necessary to build and equip a Printing and Publishing House to do the enormous quantities of printing such a movement will require. More than half the amount necessary has now been raised, and we believe friends of Total Abstinence will be glad to help by small contributions, fully to equip this Printing House for the League and Legion. The Lincoln Legion is needed everywhere to help forward the temperance reform.

The Federal Council of Churches at Philadelphia approved such a general movement as follows:

"4. We approve the re-employment of the old methods of Gospel Temperance, with the public and private declarations that men and women should be, and by the Grace of God may be, delivered from the thrall of strong drink.

"5. A CAMPAIGN OF TEMPERANCE PLEDGE SIGNING BY YOUNG AND OLD."



ABRAHAM LINCOLN  
AS HE APPEARED WHEN HE WROTE THE PLEDGE  
OF THE LINCOLN LEGION



EMBLEM OF THE  
FEDERAL COUNCIL  
OF CHURCHES.

Most of the religious denominations have taken like action. The time is ripe and the call imperative. The Lincoln Legion will make the work interdenominational.

*The best place to start Total Abstinence is in the Sunday School.* The Anti-Saloon League of America, therefore, through its Lincoln Legion department, INVITES EVERY SUNDAY SCHOOL IN THE UNITED STATES TO CO-OPERATE IN THE GENERAL LAUNCHING OF THE CAMPAIGN OF TEMPERANCE PLEDGE SIGNING.

The following are the details:

## PLANS FOR LINCOLN TEMPERANCE PLEDGE DAY IN THE SUNDAY SCHOOLS

The pastor or Sunday School superintendent will fill out an "Acceptance Blank," accepting for his school, the invitation to co-operate. Be sure to write the date you choose for the Pledge Day.

The Anti-Saloon League will furnish, free of charge, the following supplies:



"NOW SONNY, KEEP THAT PLEDGE; IT WILL BE  
THE BEST ACT OF YOUR LIFE."

ABRAHAM LINCOLN PLEDGES CLEOPAS BRECKENRIDGE  
TO TOTAL ABSTINENCE

*The above picture, in colors, 14x20 inches, carefully packed,  
will be sent to the first five thousand Sunday Schools which agree to  
observe Lincoln Temperance Pledge Day.*

1. Four copies of the "Scissors Service" for Lincoln Temperance Pledge Day consisting of recitations, songs, etc., in full for those who take part in the service.

2. Abridged Programs for supplying the school and visitors, with an outline of the services.

3. Duplicate Colored Pledge Cards—as many as needed for Lincoln Temperance Pledge Day—with Lincoln's Pledge of Total abstinence: One is to be retained by the signer, and the other to be sent to the National offices of the Lincoln Legion permanently to be kept on file.

4. Collection envelopes, one for each member of the school, to be given out the previous Sunday. Afterward the fronts of the envelopes are mailed to the Secretary that the names of contributors may be enrolled in the Press-Builders' Roll Book.

5. A photographic copy of the letter of President Taft, advising Total Abstinence. Also a halftone picture of the President, (same size as his letter) for framing together the letter and picture for the Sunday school room.

6. A handsome Lincoln Roll Card, large enough to enroll 250 names will be sent, to be framed with the list of signers, and hung where it will be a permanent reminder of their pledge. To large schools two or more Roll Cards will be sent.

7. To the first 5,000 schools agreeing to observe Lincoln Temperance Pledge Day, the League will

present the beautiful colorotype picture: "Lincoln pledging the boy Breckenridge to Total Abstinence." This is a painting 14 x 20 inches, in five colors, by the great artist Arthur I. Keller, framed and unveiled as a feature of the service. It will be a fine permanent ornament for any Sunday School room.



PRESIDENT TAFT  
WHOSE LETTER AND PICTURE ARE SENT AMONG  
THE SUPPLIES

The Anti-Saloon League will conduct the correspondence, will furnish the "Scissors Services", Programs, and Pledges, the Taft letter and picture, the Colortype Picture (to the first 5,000 Sunday Schools) and the Lincoln Legion Roll Card to all, and will provide a place and method of permanent national enrollment at Westerville, Ohio, all free of charge.

You, representing the school, will agree that at this Lincoln Service your school will give its collection for the day from all departments for the extension of the Lincoln Legion, to be applied toward the "Marion Lawrance Printing Press," to be installed in the National Publishing House of the Lincoln Legion, at Westerville, Ohio, and that the "Press-Builders'" collection envelopes furnished by the Lincoln Legion will be given out to each member, the previous Sunday.

The Lincoln Temperance Service may be held at the regular Sunday School hour, or at some other time on the Temperance Pledge Day. If the day should be very stormy, a later Sunday can be made use of, so that all may have a part in the formal launching of the "Lincoln Legion" for the earnest work of the future.

Please sign the Acceptance Card, filling all blanks, and return it at once. This will encourage the movement and bring your school at once into the first 5,000 agreeing to take part.

By your loyal co-operation in Lincoln Pledge Day you will help set in motion a tremendous force for temperance service in the future.

Faithfully yours,

*Howard N. Russell,*

Associate Superintendent of the Anti-Saloon League of America  
General Secretary of the Lincoln Legion

WESTERVILLE, OHIO



LINCOLN'S DESK AND CHAIR  
UPON THIS DESK HE PROBABLY WROTE  
THE LINCOLN PLEDGE

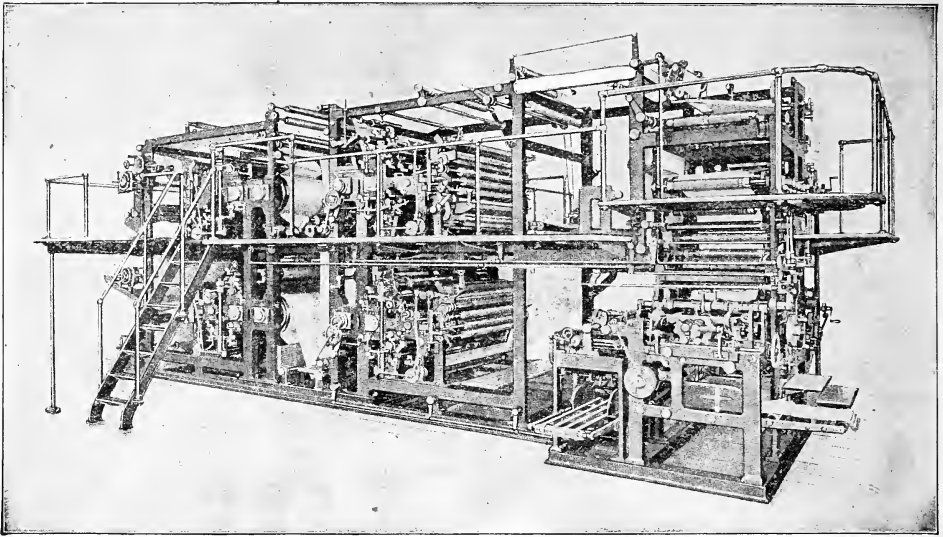
## The Pledge of the Lincoln Legion

AS WRITTEN, SIGNED, ADVOCATED, AND KEPT  
BY ABRAHAM LINCOLN

Whereas, the use of intoxicating liquors as a beverage is productive of pauperism, degradation and crime; and believing that it is our duty to discourage that which produces more evil than good, we therefore pledge ourselves to abstain from the use of intoxicating liquors as a beverage.

# A BIG PRINTING PRESS FOR TEMPERANCE PRINTING.

CAPACITY MORE THAN 100 TONS A MONTH. THE SUNDAY SCHOOLS WILL BUILD IT!



## THE PROPOSED "MARION LAWRENCE" PRINTING PRESS

TO BE GIVEN BY THE SUNDAY SCHOOLS TO THE LINCOLN LEGION. IT WILL BE CHRISTENED WITH COLD SPRING WATER AND DEDICATED TO A SOBER NATION.



MR. MARION LAWRENCE

At the Lincoln Pledge Services in the Nation's Sunday Schools, an opportunity will be given for everybody in the Sunday Schools, to make a gift toward the big printing press. This press is imperatively needed to help in extending the work of the Lincoln Legion, by printing in the future thousands of tons of temperance literature.

This press is to be named "The Marion Lawrance Press," in honor of the strong temperance principles of Marion Lawrance, the distinguished Sunday School leader. Mr. Lawrance, who strongly endorses the Lincoln Legion, when asked if he approved of such a plan and if he would allow his name thus to be used, sent Dr. Russell the following telegram:

REV. HOWARD H. RUSSELL,  
WESTERVILLE, OHIO.

YOU ARE AT LIBERTY TO USE MY NAME AS SUGGESTED IF IT WILL HELP THE GREAT CAUSE.

MARION LAWRENCE.

CHICAGO, ILLINOIS, DECEMBER 15, 1910.

When the Sunday Schools have bought this big printing press—and they will buy it—we shall hold a Dedication Service at Westerville, near Columbus, Ohio, the National Headquarters of the Anti-Saloon League. A Sunday School girl, with pure spring water will christen this press "Marion Lawrance" and a Sunday School boy will turn on the power and set it at work on behalf of the Sunday Schools of the Country for the cause of a sober nation! Every Sunday School contributing toward "The Marion Lawrance Press" will be invited to send delegates to the Dedication Service, and a copy of the first paper printed upon this press will be sent to every Sunday School which makes a gift thereto.

**NOW ALTOGETHER! FOR A BIG TEMPERANCE PRINTING PRESS!!**