

January 7, 1935



MONDAY MORNING MESSAGE

To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

LINCOLN'S BIRTHDAY

It Offers LNL Representatives a Unique Opportunity

FEBRUARY 12th — Abraham Lincoln's birthday — should be one of the most important days of the year to every LNL representative.

Public appreciation of Lincoln is steadily growing.

February 12th has become one of the red-letter days of our national calendar. On that day, this public appreciation will be demonstrated in schools and churches, and before luncheon clubs, historical societies, and civic organizations throughout the country.

Your Company enjoys a unique position in the Lincoln field. Through The Lincoln National Life Foundation, this Company is without doubt contributing more towards this growing appreciation of Abraham Lincoln than any other business institution. Because of its nation-wide scope and personal representation from coast to coast, The Lincoln National Life is particularly well-equipped to foster and co-operate with Lincoln observances throughout the country.

Your Opportunity

The Company has made specific plans for participating in the Lincoln birthday observances on February 12th. You will, of course, want to have your part in co-operating in the observances of your own community. Such participation can be extremely helpful to you. Here are some of

the ways in which the Company will participate and some specific suggestions as to how you yourself can participate.

Newspaper Publicity

The LNL Foundation will release to the nation's press, Lincoln material of interest to editors. These stories will appear on and before the 12th. They will be confined largely to newspapers in those cities in which there are Lincoln Life representatives.

Magazines

Specialized Lincoln stories, most of them illustrated, will appear in certain trade journals and class magazines.



Radio

Lincoln releases will be sent to 39 radio stations in Lincoln Life territory.

The above activities will all be carried on from the Home Office or Foundation headquarters. Following are some specific practical ways in which you can participate in your own community.

Displays

The Company has prepared two special displays which can be exhibited by you:

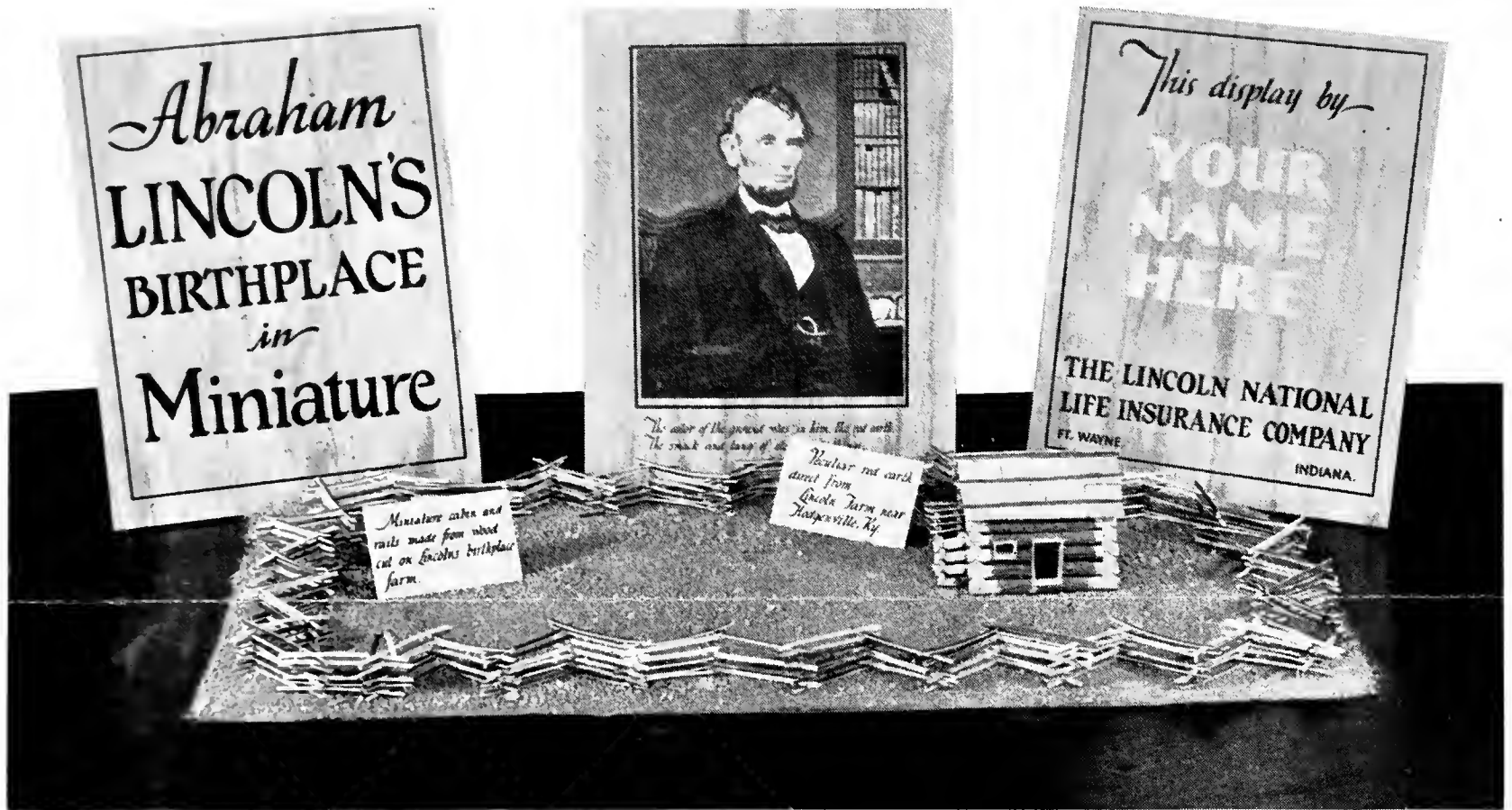
- (1) in store windows;
- (2) in lobbies of office buildings, banks, large restaurants, hotels;
- (3) the book or picture sections of department stores;
- (4) public libraries and public schools;
- (5) private and public museums.

These two displays are illustrated and described in this message.

Banquet Souvenirs

LNL representatives have in years past furnished organizations with Lincoln mementoes for places at the banquet or luncheon table. The Gettysburg Address and the small Brady photograph (Form 1966) are especially appropriate for this purpose. Such Lincoln souvenirs are

THE LINCOLN CABIN DISPLAY



The above display reproduces the Lincoln birthplace farm in miniature. The cabin and rail fence are hand made, by one who lives near the birthplace in Hodgenville, Kentucky, and from wood cut on the original Lincoln farm. The red earth which accompanies the display is taken from this farm. The display set up for exhibit covers

a space about 50 by 40 inches. The three placards illustrated come with the exhibit, the one imprinted with your name. Because of its smaller size, it has a wide range of uses. For example, in vacant store windows, mounted on tables in stores, or in lobbies of buildings, or as a permanent display in a museum or library. The cost of this display is \$2.00, including shipping charges.

particularly timely for the special Lincoln programs which most organizations have in February. Watch your daily newspaper for announcements of such banquets, luncheons, or special meetings.

Lincoln Programs

The committee in charge of these special Lincoln programs will be very appreciative of any suggestions for such programs. The Home Office can furnish you suggestions for such programs and in addition can furnish material for talks on Lincoln. Leaflets of about a thousand words each, giving data and information on the following Lincoln subjects, are available:

Facts About the Lincoln Family

The Lincolns in America
Lincoln's Respect for His Father
A Memorial to Lincoln's Mother
The President's Only Son to Reach Maturity
Burial Places of the Lincolns

Character Study of Lincoln

Honesty
Sympathy
Magnanimity
Patriotism
Melancholy

Glimpses of Lincoln as a Politician

First Political Victory
Presidential Aspirations
States Contributing to Lincoln's Nomination
Election Bulletins of the Sixties
Patronage

Lincoln's Famous Addresses

Twenty-five Outstanding Lincoln Addresses ²⁷⁵
The First Inaugural ⁴⁷⁻²⁰³
Dedication Day at Gettysburg ^{29 3}
Variations in the Gettysburg ²⁴⁰
Address
Extracts from the Second Inaugural ¹⁸⁹

The Words of Lincoln

Written and Spoken Words of Lincoln
Lincoln Speaks as an Executive
Unique Expressions in Lincoln's Military Vocabulary
Famous Letters of Sympathy Lincoln Wrote
Biblical Phrases in Second Inaugural

Notice there are five general headings. The subheadings under

each general heading indicate the subject material in each leaflet. Because the supply of leaflets is limited, the Company can furnish no more than one set of leaflets for each of any two general subjects, that is a total of ten leaflets.

It is also likely that you yourself may have occasion to deliver a brief Lincoln talk before a group or organization. If so, such material would be very useful to you personally.

Further, these suggestions for Lincoln programs will have a great appeal to the school teachers, most of whom will want to plan some Lincoln program for their classes.

Gettysburg Address Recitation

The Gettysburg Address has a special interest to school teachers. In many schools it is required that the pupils memorize

THE LIFE OF LINCOLN DISPLAY



Above is illustrated the display setting out the "Life of Lincoln" in pictures. It consists of 36 actual 8x10 photographs beginning with the birthplace cabin and ending with the last Lincoln photograph, taken only five days before his death. These photographs, finished in sepia, are mounted upon six large, wood-grained sheets of cardboard. Each sheet is 28 by 44 inches. The all-over size of the display is 5 feet high by 12 feet long. Accompanying

the display are the two identification placards, the one, of course, imprinted with your name.

This is a most impressive display for a department store window; the lobby of a bank or office building, or for libraries, schools, and museums.

The price to the public of this collection of 36 pictures, unmounted, is \$18.00. The Company makes the entire mounted display available to you for only \$5.00, including shipping charges.

the Address. An additional element of interest can be injected into the class work through a contest, and a Lincoln prize offered for the best recitation of the Gettysburg Address.

Pupils of a certain grade or a certain room in a school might learn the Gettysburg Address and a Lincoln prize be awarded to the one giving the best rendition. In addition, each pupil taking part might be presented with a copy of the Address in facsimile.

One of the Lincoln books listed among the prizes and mementoes would be a suitable prize to the winner.

Essay Contest

To teach rhetoric and at the

same time teach a deeper appreciation of Lincoln, an essay contest might be arranged for the whole school or for one class. A contest on a somewhat larger scale could be arranged by having certain grades in all schools compete for a prize. This would, of course, require the sanction of the Superintendent of Schools but such contests have been carried on by some Lincoln Life representatives in their cities. Such a contest, naturally, also brings with it very desirable newspaper publicity. The Volk head or life

mask would be a suitable prize to be awarded as the permanent property of the room to which the winner belonged.

These contests are also suitable for other youth organizations such as Boy Scout Troops and YMCA and CYO groups.

During the intervening days before February 12 many people in your community are going to be in need of suggestions and material for Lincoln programs. You, as a representative of the Company which sponsors the Lincoln National Life Foundation, can be of greater assistance to these people than can any other individual in your community. That aid will be appreciated and the contacts so made cannot but prove helpful to you.



LINCOLN'S CABIN

LINCOLN MATERIAL

The following Lincoln prizes and mementoes can be secured direct from Supply Section of the Agency Department. These will be suitable as prizes in connection with contests, or as Lincoln mementoes which you may wish to present. The prices are cost to the Company.

| Art | Blotters |
|--|--|
| Head by Volk (actual life size)....\$2.25 | Manship Statue No charge |
| Bust by Votering (10¼" high).... 2.00 | Lincoln the Railsplitter..... No charge |
| Cast of Lincoln's Hand (actual life size) 1.00 | Lincoln and His Mother..... No charge |
| Bust Book Ends (two pieces)..... 3.00 | Lincoln at Gettysburg..... No charge |
| Pyroglass Miniature (Mr. Lincoln) 3"x3¼"35 | "We Can Only Go Forward"..... No charge |
| Pyroglass Miniature (Mrs. Lincoln) 3"x3¼"35 | |
| Log Cabin, 4½"x8"75 | Facsimiles |
| Gavel (wood from Lincoln birth-place farm)35 | Gettysburg Address 1 cent |
| | Bixby Letter No charge |
| Books | Pictures |
| Miniature Lincoln Book (smaller than a postage stamp)..... .75 | Brady Lincoln Portraits in Full Color (7"x9") 1 cent |
| Charnwood: Lincoln, 234 pp.75 | Brady Lincoln Portraits in Full Color (12"x16") 3 cents |
| Sandburg: Abraham Lincoln, 604 pp.75 | Manship Statue (8½"x11") No charge |
| Lewis: Myths after Lincoln, 422 pp.75 | Brady Photographs (Form 1966) (1¾"x3½") No charge |
| Tausek: True Story of the Gettysburg Address, 70 pp..... .75 | Lincoln and His Mother (9"x10½" in Sepia) 1 cent |
| Selections from Lincoln's Addresses, 255 pp.40 | Lincoln at Gettysburg (8"x12" in Sepia) 1 cent |
| Little Known Lincoln Episodes..... No charge | |
| Abraham Lincoln—A Concise Biography No charge | Matches and Lighters |
| | Book Matches bearing Lincoln Head and Agent's Imprint..... \$5.00 per 1000 books |
| | Pocket Lighters—Chromium Steel with Lincoln Head.....20c each |

ENCLOSURE

REPRINT OF ADVERTISEMENT IN TIME MAGAZINE OF
JANUARY 14, 1935.