

January 6, 1936



MONDAY MORNING MESSAGE

To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

OPPORTUNITY AWAITS YOU IN FEBRUARY

What You Can Do In Lincoln Month

YOU, as a *Lincoln* National Life representative, have an unusual opportunity in February. On the 12th, Lincoln's birthday will be observed throughout the nation.

In your community you enjoy a unique position—the local representative of the company which sponsors the Lincoln National Life Foundation. The purpose of the Foundation, as you know, is to perpetuate an active interest in the life of Lincoln and to contribute to Lincoln lore through original study and research. Housed in your Home Office building is the most complete library of literature dealing with Lincoln ever assembled through private enterprise.

Much of this Lincoln material is available to you. Here are some of the specific things you can do in February—which will be of service to your community and at the same time create desirable publicity for you and aid you in making helpful personal contacts.

Using Displays

The Lincoln displays pictured in this Message are perhaps the most effective publicity medium. These can be exhibited by you:

1. In store windows;
2. In lobbies of office buildings, banks, large restaurants, hotels;
3. In the book or picture sections of department stores;
4. In public libraries and public schools;

5. In private and public museums.

Large Lincoln National Life displays have in years past appeared throughout the country in many of the foremost department stores, banks, and theaters. The smaller displays have found places in schools and merchants' windows. It is suggested that you arrange now, if you have not already done so, for at least one Lincoln display in your community.

The New Display

An entirely new display entitled "Who's Who in Lincoln Lore" has been prepared. It is beautifully made and will fit into the most attractive surroundings. It will satisfy the most critical.

The display has this additional advantage to you. The frame is permanent and can be used for mounting **other displays**. During the year you will have the opportunity to secure other sets of pictures, already mounted and ready to be inserted in the frame, to take the place of those which now appear; for example, it is planned to make available appropriate sets of pictures for Memorial Day and election time. You will be able to secure these additional sets of pictures for \$2.50 a set.

Other Displays

The Lincoln cabin display—also shown in the Message—which proved so popular last year, is again available. This is a

very effective exhibit for use in the smaller shop windows or as a permanent exhibit in a school room or library.

Displays of any size and for any purpose can be made up by you from the Lincoln items pictured on the back page. For example, one simple but very effective exhibit in a jeweler's window showed the hand of Lincoln on a piece of velvet with this caption: "The Hand That Guided the Nation." Various Lincoln busts or a bust and a hand can be combined very effectively.

Lincoln Programs

Committees in charge of Lincoln programs will be appreciative of suggestions. You are in position to furnish material for talks. Leaflets of about 1,000 words each, giving data and information on the following Lincoln subjects, are available:

The Fame of Lincoln
 Lincoln's Place in the Universe
 President Taft's Tribute to Lincoln
 Eulogized in Great Britain
 Increasing Respect for the Gettysburg Address

Seeing and Hearing Lincoln
 Personal Description of Lincoln
 Lincoln's Voice
 Six Portraits of Lincoln from Life
 Photographs of Lincoln as President
 Impersonators of Lincoln

Lincoln and the Nation
 Lincoln Interprets the Declaration of Independence
 The Constitution from Lincoln's Viewpoint
 The Far West
 Lincoln Nationalizes Thanksgiving

THE NEW "WHO'S WHO" DISPLAY

The new "Who's Who in Lincoln Lore" display is of genuine interest to all. It pictures those who participated in the big events of Lincoln's life from childhood to death. Pictured are:

1. Sarah Bush Lincoln who mothered him.
2. Mary Todd Lincoln who married him.
3. Peter Cartwright who opposed him for Congress.
4. Stephen A. Douglas who debated with him.
5. Norman B. Judd who nominated him.
6. Roger Brooke Tanev who administered presidential oath to him.
7. General U. S. Grant who fought for him.
8. John Wilkes Booth who murdered him.
9. Bishop Matthew Simpson who eulogized him.
10. Hannibal Hamlin and Andrew Johnson who were on presidential tickets with him.

Each picture is an actual photograph, not a print. Each picture is outlined in silver. Mounted upon the royal blue background resembling corduroy, the effect is striking. The frame is carefully made of heavy wood and silvered. This display will fit the surroundings of the finest department store window or the lobby of the most pretentious bank, theatre or office building. The color scheme is such that the display is particularly effective under lights.

New panels, consisting of a background upon which are mounted pictures appropriate for other holidays and events during the year, will be made available for use in this permanent frame during the year. (See Message for details.)

The over-all dimensions of the frame are 3x5 feet. The price of the display complete to you is only \$5.00, including shipping charges. Order NOW so the display will be in your hands by February 1st.



Lincoln Proverbs
 Lincoln's Manual for Students
 Lincoln's Moral Philosophy
 Lincoln's Manual for Lawyers
 Lincoln's Political Philosophy
 Lincoln's Manual for Executives

Political Sidelights
 Lincoln's First Political Victory
 States Contributing to Lincoln's Nomination
 The Aftermath of Lincoln's Election
 Lincoln's Political Philosophy
 Magnanimity

The subheadings under each general heading indicate the subject material in each leaflet. Because the supply of leaflets is limited, the Company can furnish the agent no more than one

set of leaflets for each of any two general subjects; that is, a total of ten leaflets.

If you yourself have an opportunity to deliver a brief Lincoln talk before a group, such material will be very useful to you.

Using Lincoln Leaflets

In addition, there are several miniature *Lincoln Lore* leaflets available for general distribution. The series consists of:

Lincoln's Manual for Lawyers

Lincoln's Military Manual

For military men and members of the American Legion

Lincoln's Manual for Executives
 Business men, members of luncheon clubs, Chambers of Commerce

Lincoln's School Days
 Schools or Parent-Teacher Clubs

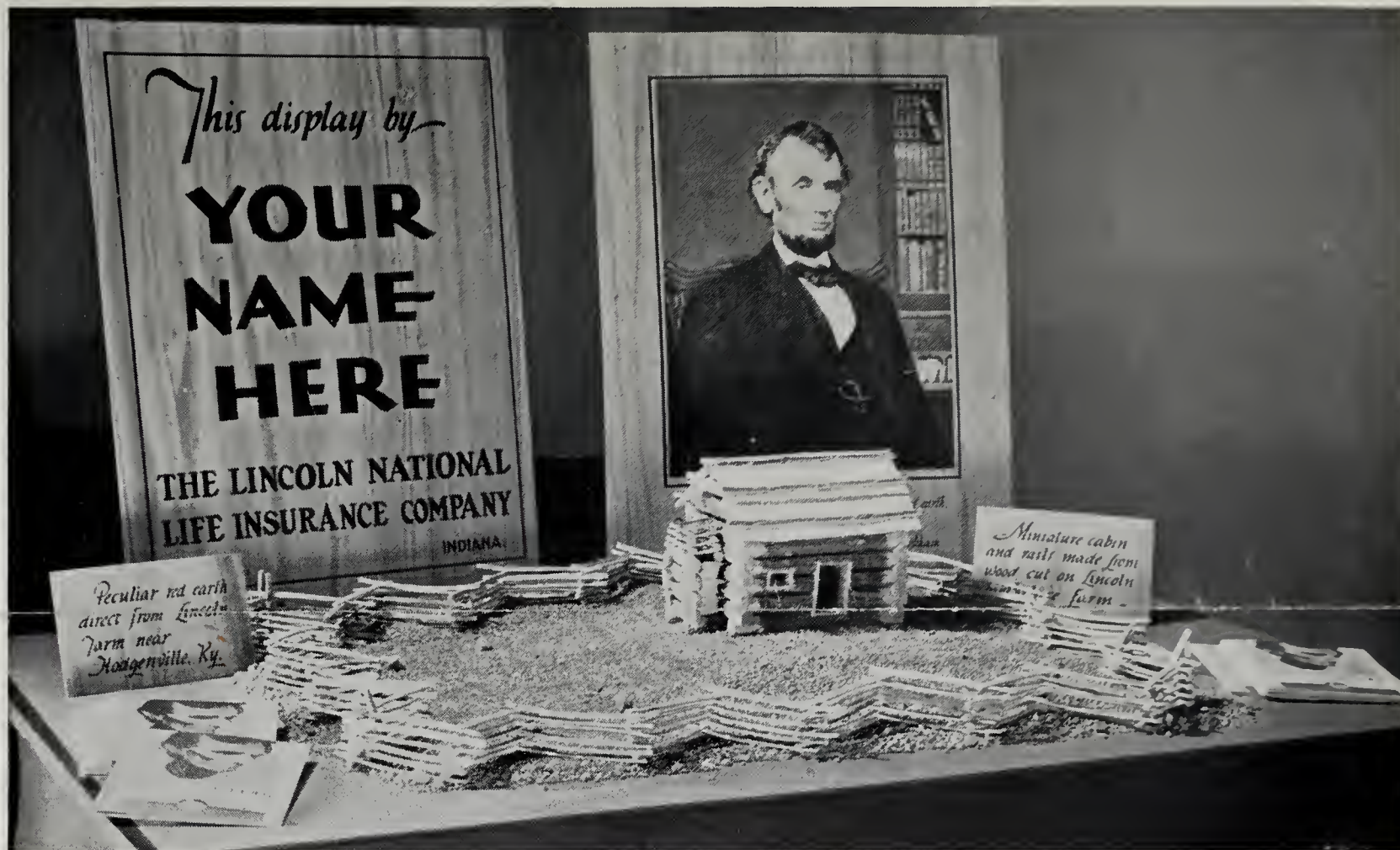
Lincoln's Place in the Universe
 Clergymen and teachers

100 Outstanding Events in Lincoln's Life
 General

The Constitution from Lincoln's Viewpoint
 General

In addition, the more elaborate *Concise Biography* is of general interest, but it cannot be given as wide distribution as these cheaper leaflets. A supply

THE LINCOLN CABIN DISPLAY



This display reproduces in miniature the Lincoln birthplace farm. Cabin and fence are made by hand by an old man who lives near the birthplace in Hodgenville, Kentucky, from wood cut on the original Lincoln farm. The red earth which accompanies the display is taken from this farm.

Set up for exhibit, the display covers a space about 40 by 50 inches. Because of its convenient size, it has a wide range of uses. The placards accompany the display. One placard is imprinted with the agent's name. The cost of the display complete is \$2.00, including shipping charges.

of the *Concise Biography* might be furnished the principal of a school so that one could be given each teacher to read from on Lincoln's birthday, or for use in preparing a Lincoln program.

Banquet Souvenirs

Banquet or luncheon tables offer opportunities for small Lincoln mementoes. The Gettysburg Address or the small Brady photograph (Form 1966) are especially appropriate for this purpose.

Watch your daily newspapers for announcements of such Lincoln banquets or luncheons. The program chairman will undoubtedly welcome these Lincoln mementoes which will furnish you desirable publicity and perhaps establish a useful contact.

Contests in Schools

Several agents have successfully promoted Lincoln essay contests in the schools. For ex-

ample, the agency at Amarillo, Texas, conducted such a contest in each of the eight schools of that city, one school being assigned to each agent. In each school, a Lincoln bust was presented the room which produced the winning essay. This is an annual affair, with the bust becoming the permanent trophy of the room which wins it three times.

A contest of this type is suitable for other youth organizations such as Boy Scout troops and Y. M. C. A. and C. Y. O. groups.

In addition, Gettysburg Address contests have been promoted in some schools. The pupils of a certain grade in the school learn the Gettysburg Address, and a Lincoln prize is awarded to the one giving the best rendition. One of the Lincoln books listed on the back page makes a desirable prize for the winner of such a contest.

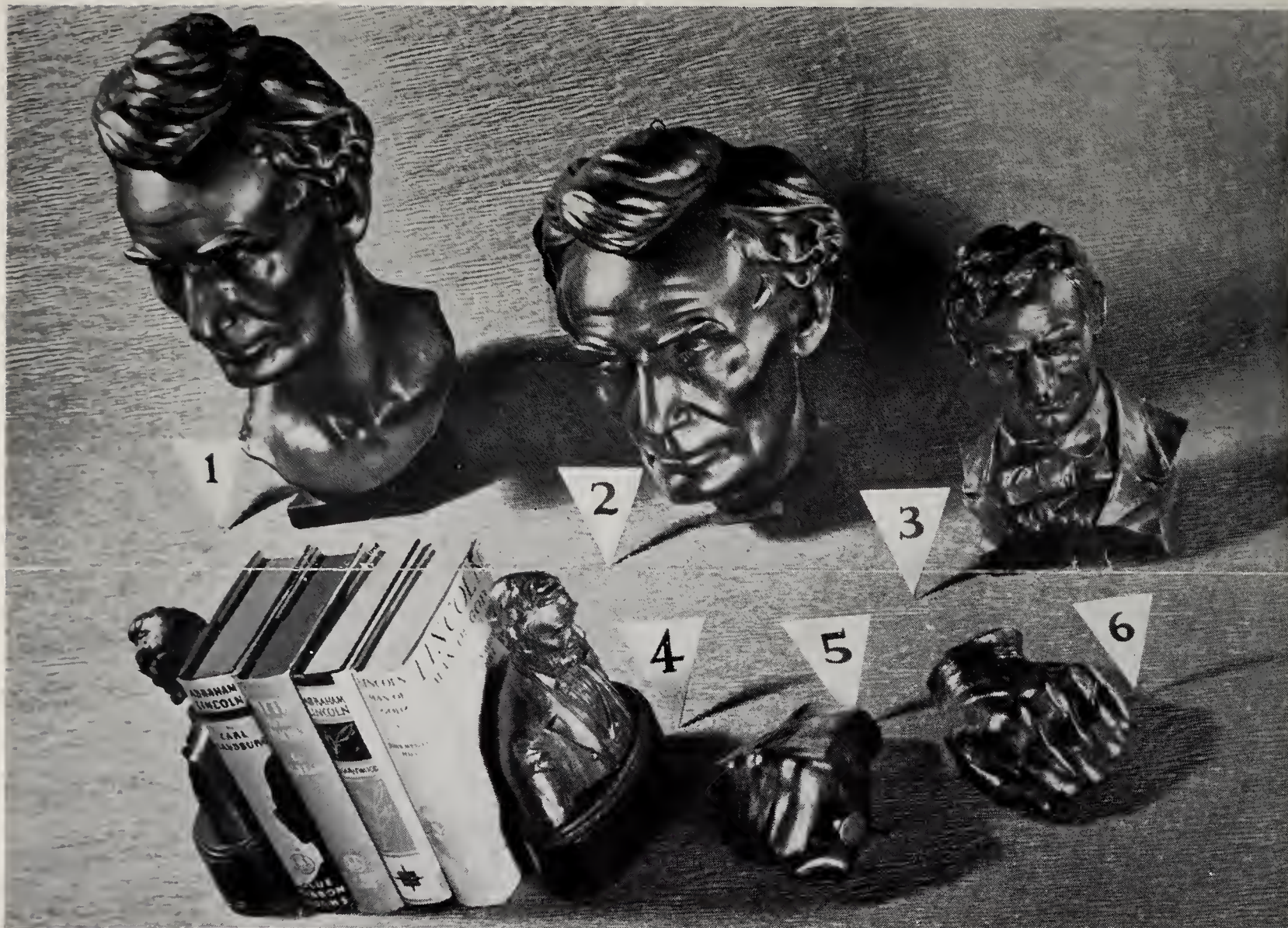
Your Opportunity

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. Many of the merchants will be planning Lincoln displays. You, as a representative of the Company which sponsors the Lincoln National Life Foundation, can be of greater assistance to these people than can perhaps anyone else in your community. Such assistance will be appreciated, and the publicity which will result and the contacts made cannot but prove helpful to you.

Newspaper Publicity

The LNL Foundation will release to the nation's press during February Lincoln material of interest to the editors. Last year in February clippings of newspaper articles so released were received from more than 1,000 different newspapers.

LINCOLN MATERIAL



(1) Bust by Volk; (2) Head by Volk; (3) Bust by Voting; (4) Book Ends and Lincoln Books; (5) Right Hand; (6) Left Hand. These items are described in detail below.

Here are listed and described Lincoln material suitable for prizes, mementoes, and displays which can be secured direct from the Supply Section of the Agency department. The prices are the cost prices based upon wholesale purchases.

Art

- Bust by Volk\$5.50
Actual life size, plastic material, bronze finish, height 18". Figure (1) in picture.
- Head by Volk\$2.25
Actual life size, plastic material, bronze finish, for hanging on wall. Figure (2) in picture.
- Bust by Voting\$2.00
Plastic material, bronze finish, height 10¼". Figure (3) in picture.
- Marbilite Bust\$1.25
White composition, 11" high.
- Book Ends\$3.00 per pair
Plastic material, bronze finish, weighted black base, height 8½". Figure (4) in picture.
- Right Hand\$1.25
Actual life size, plastic material, bronze finish. Figure (5) in picture.
- Left Hand\$1.00
Figure (6) in picture.
- Gavel\$.25
Made of wood from Lincoln's birthplace farm.

Books

- Miniature Book\$.75
Smaller than a postage stamp, contains four Lincoln speeches.
- Abraham Lincoln\$.75
By Charnwood, best biography by English author, 234 pages.
- Abraham Lincoln\$.75
By Ludwig, best biography by German author, 500 pages.
- Abraham Lincoln\$.75
By Sandburg, most interesting biography by an American, 604 pages.
- Mary Lincoln, Wife and Widow\$.75
By Sandburg, most recent book on Mrs. Lincoln, 350 pages.
- Women Lincoln Loved\$1.25
By Barton, 377 pages.
- True Story of Lincoln's Gettysburg Address\$.75
By Tausek, 70 pages.
- Myths After Lincoln\$.75
By Lewis, Lincoln legend stories, 422 pages.
- Lincoln's Address and Letters\$.45
225 pages.
- Abraham Lincoln—A Concise Biography—No charge.

Pictures

- Pyroglass Miniature\$.35
Of Mr. Lincoln, size 3x3¼".

- Pyroglass Miniature\$.35
Of Mrs. Lincoln, size 3x3¼".
- Brady Lincoln Portrait\$.01
In full color (7"x9").
- Brady Lincoln Portrait\$.03
In full color (12"x16").
- Brady Photograph.....No charge
Form 1966—1¾"x3½".
- Lincoln and His Mother.....\$.01
9"x10½" in Sepia.
- Lincoln at Gettysburg.....\$.01
8"x12" in Sepia.

Facsimiles

- Gettysburg Address\$.01
- Bixby Letter.....No charge

Blotters

- Lincoln HeadNo charge
- Lincoln at Gettysburg.....No charge
- "We Can Only Go Forward".....No charge

Matches and Lighters

- Book matches—
Bearing Lincoln head and agent's imprint.
\$3.25 for 1,000 books
7.50 for 2,500 books
- Pocket lighters\$.15
Chromium steel with Lincoln head.

Order early. Be assured of having your material. Don't wait until the supply is exhausted.