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LINCOLN NATIONAL LIFE FOUNDATION BACKGROUND AND ORIGIN Louis A. Warren, Director Emeritus

The recipient of an honorary title, "Director Emeritus," which one has been privileged to wear over a period of years, should welcome an opportunity to express his appreciation for this compliment. Inasmuch as he was an observer of the establishment of the Lincoln National Life Foundation, and a participant in its formative activities, it would appear that an abbreviated story of its "Background and Origin" would be worth preserving. This is especially true inasmuch as the sponsoring company pioneered in a field of research seldom entered by business enterprises.

Preliminary to the establishment of the Lincoln National Life Insurance Company at Fort Wayne in June, 1905, conferences were held with the officers of a local Fraternal Assurance Society, who formed the nucleus around which the new, legal reserve company was organized. Samuel M. Foster, President of the German American Bank, was chosen the chief executive officer and Arthur F. Hall, the secretary and manager. A member of the board of directors, Perry A. Randall, proposed a title for the new company with this comment: "We want a name so proud that men and women will give their lives to keep it stainless. We want a name so simple and strong that the whole world will remember it and love it. There is only one name in the world that will fill these requirements, Abraham Lincoln."

Mr. Randall, over a period of years, was a leader in many civic enterprises and, upon his death, a pedestal supporting a bronze bust of him was erected in Swinney Park to his memory An excerpt from an inscribed testimonial follows: "In initiative and executive ability he possessed rare gifts for the performance of public service."

Although seven weeks had passed since the new insurance company had been organized, there was a feeling that permission from the family should be secured for using a picture of Mr. Lincoln on business stationery. Secretary Hall wrote a letter to the President's son, Robert, outlining the objectives of the institution with its humane outlook. Within a week, this answer dated August 3, 1905, was received.

"Replying to your note of July 28th, I find no objection whatever to the use of a portrait of my father upon the letterhead of such a life insurance company named after him as you describe; and I take pleasure in enclosing you, for that purpose, what I regard as a very good photograph of him."

Later on in sending this same picture to a friend, Robert stated, "I have always thought the Brady photograph of my father, of which I attach a copy, to be the most satisfactory likeness of him." The President posed for this portrait in the Matthew Brady studio in Washington on the afternoon of February 9, 1864. His son, Tad, was with him and the well known Lincoln father and son picture was made at this time.

When the company published its "Statement of Business to December 3, 1905," its first annual report, a reproduction of the Lincoln photograph by Brady appeared on the cover. However, the printed copy of the original lacked detail and its appearance must have been a great disappointment to those who wanted to make it the company insignia. It was used infrequently after this first printing. Somehow there had been acquired an excellent engraving of Lincoln by William Marshall. The *Century Magazine* referred to it as, "The best engraving ever made by an artist living or dead." Copies of this Lincoln were much more impressive than the poorly reproduced Brady, and it largely replaced the favored likeness secured by Mr. Hall.

It has been observed that a member of the original executive committee chose a name for the company, its first secretary secured permission to use a likeness of Lincoln as the company insignia, and now we find that the first president made a significant contribution. In a speech made by Mr. Hall on August 28, 1917, he stated, "Years ago President Foster wrote us a slogan, 'Its name indicates its character.'" Mr. Foster himself used this comment in an address he made: "No enterprise has the right to assume the name of Lincoln unless the sponsors mean to make it one of honest endeavor and integrity of purpose. Its name should always indicate its character." The slogan was in general use by 1908, and appears on blotters distributed by the company during the Lincoln centennial year.

Now that the name, an insignia, and a motto had been selected, these three components were brought together to form the company trade-mark. Over the Lincoln portrait, the name of the company was placed and under the picture, on a streamer, there was inscribed the slogan. This trademark appeared consistently on the stationery and other printed items of the company.

It is often recalled that the company was organized during an unfavorable economic crisis, when the life insurance industry was undergoing close scrutiny, as a result of the Armstrong investigation. It is seldom recognized, however, that a favorable atmosphere was being created at this time, which contributed greatly to the publicity advantage of the newly formed insurance company with the inspirational name.

The centennial of Abraham Lincoln's birth was to be celebrated nation-wide in 1909, and already books about him were coming from the press. Soon, feature articles praising him would be appearing in magazines and newspapers and his illustrious name would be heralded from coast to coast. Not to be underestimated as a feature of the festival, was the first minting of the Lincoln penny in 1909, the most widely circulated of all commemorative U.S. castings. Interest in the appearance of the new one cent piece was accentuated by the traditional sentiment against the use of portraits of public men on the coins of the nation.

The Fort Wayne Journal Gazette gave generous space to the Lincoln Centennial story. It carried, on January 19, the President's appeal to Congress to make February 12, 1909, a special national holiday, and two days later the Indiana governor's, Lincoln Centennial Proclamation, was announced. The Centennial edition of the paper was printed on Sunday, February 7, with four full page displays and several other feature articles on Lincoln scattered through the edition. On February 10, reminiscences by D. N. Foster appeared reviewing the occasions on which he had seen President Lincoln. The February 12, number also published several Lincoln items including two displays, each presenting fine reproductions of the picture by Brady.

Seven years after Mr. Hall was the recipient of the original Lincoln photograph, he received another cherished memento, a rose bud from a spray of flowers on Lincoln's casket. This inscription appears within the framed memorial: "Lincoln's remains were brought to Indianapolis on its way to Springfield for burial and lay in state in the rotunda of the old state capitol, Sunday, April 30, 1865 . . . Fresh flowers were placed inside the coffin, those removed were distributed among the ladies who were invited to be present . . . This white rose bud was given to Mrs. Harriet Fletcher Hall who presented it to her son, Arthur Fletcher Hall, May 11, 1912." It was the same year that Secretary Hall was elevated to the Vice Presidency of the institution.

When in April, 1918, the company prepared a periodical to be circulated among the field representatives, it was named *The Emancipator*. At its masthead, there was displayed a copy of the Marshall, Lincoln engraving, much larger than the one appearing on the stationery. Two early honor clubs of the company were named the Emancipators and the Railsplitters, which supplemented the publication in creating a Lincoln atmosphere among the field representatives. The distribution of the Gettysburg Address and the Letter to the Widow Bixby increased the Lincoln consciousness of those associated with the establishment.

The earliest Lincoln memorial sponsored by the company was a dual project which honored the Lincoln home sites in both Kentucky and Indiana. An exact replica of the enshrined birthplace cabin was constructed in Foster Park, as far as known, the first exact reproduction erected in America. Nearby a cedar tree was planted, similar to the one set out on the site where the Indiana cabin had stood. On September 20, 1920, the dedication of these memorials was witnessed by over 2,000 people. Samuel M. Foster, president of the insurance company, making the presentation, and his brother, David N. Foster, president of the park board, accepting the memorials on behalf of the city. David was a captain in the Union army and often lectured on Lincoln, whom he met during the war. Soon, miniature replicas of the cabin were made for display purposes, which still further popularized the story of Lincoln's youth.

The administration of Samuel Foster was drawing to a close, but his interest in Abraham Lincoln never waned. The bank, of which he was president, changed its name to The Lincoln National Bank.

The State of Indiana established a historical department on March 9, 1915, in anticipation of the centennial of the state one year later. Mr. Foster was made a member of the Indiana Historical Commission, appointed by the Governor, and served in this capacity from 1915, until 1925.

A significant promotion occurred in the executive ranks of the company in February, 1923, when Arthur F. Hall was named the new president. His interest in the Lincoln story dated back to his very early childhood when his mother, time and time again, told him of his father's service in the Civil War. He was a captain of artillery and his untimely death was due to the severity of his military duties. Arthur was but a year old at the time, but the tragedy was kept fresh in his mind by his mother's references to it.

The phenomenal growth of the company had on several occasions caused its removal to more spacious quarters, until the time came when it was decided to construct its own office building. The structure was dedicated on November 7, 1923, and was heralded as the most beautiful insurance building thus far erected. The *New York Times* stated, "The building has been designed with delicate respect to the simple grandeur of the great American whose name has been adopted by the company."

The dedication program presents one objective which

is of special significance in setting forth the immediate background of the Lincoln Foundation concept:

"One of the most imposing rooms in the new building is that reserved for the meeting of the Board of Directors. Because it is readily accessible, being on the first floor just to the left of the entrance lobby, it will be utilized for a public reception room when the directors are not in session.

"Pictures of Abraham Lincoln, part of them original photographs, donated by friends of the company, will adorn the walls. Other bits of Lincolniana will be displayed in a large case.

"The effort of amassing Lincoln material is being carried on, and the Lincoln Room will be of more and more value to those who seek intimate glimpses of the man whose ideals of service were taken for the service ideals of the company."

An important Lincoln feature in the architect's drawing was a heroic bronze statue of Lincoln, to stand in the forecourt of the building. It's erection had to be postponed until a later date because of the time element involved in securing a sculptor and having the statue cast. However, some appropriate work of art portraying Lincoln was very much desired in time for the dedication.

There had been on display at the Chicago Art Institute, for some time, a privately owned bas-relief bronze plaque of heroic size presenting an excellent profile of Lincoln. The plaque was of historical importance inasmuch as it had been selected by the postal department as the design for the Lincoln Centennial Post Card, although it was not in circulation until 1911. The director of the United States Mint called the bronze: "The finest likeness of Lincoln which has appeared." The plaque was created in 1873, by a sculptor named Pickett. He is said to have been a student of Leonard Volk, most famous of the sculptors who fashioned Lincoln studies from life. Many art critics see in the plaque the hand of Pickett's mentor, at least Pickett must have used the Volk studies of Lincoln from which to create his now famous work.

The plaque was acquired by the company in time for the dedication and received much favorable comment. This statement of ownership was issued: "Exclusive rights on the Lincoln bas-relief by Pickett have been secured and will be used exclusively on all Lincoln National Life stationery, checks, drafts and other documents." This announcement implied it was to replace the Marshall, Lincoln, which had been substituted for the Brady photograph. The Pickett profile appeared at the masthead of the next issue of *The Emancipator*. Silhouettes of the head came in regular use on company imprints. Plastic casts of the original bronze profile were made and were available for agency offices. They were also used as premiums for schools whose students were winners in Lincoln essay contests.

The early twenties have been reached in the chronological development of this narrative, Mr. Hall has been installed as president of the company, the new home office building has been dedicated and many Lincoln projects promoted by the company have been noted. Inasmuch as the writer of this monograph is to be frequently mentioned in subsequent paragraphs, it seems appropriate to note in abbreviated form a few personal Lincoln episodes, which may have been somewhat responsible for his being invited to head the proposed company project to further memorialize Abraham Lincoln.

While residing at Hodgenville, Kentucky, where I was minister of the Christian Church and editor of the county newspaper, my first Lincoln brochure was published in January, 1920. It was an illustrated souvenir edition featuring the national park at Lincoln's birthplace. The following year, I visited Springfield, Illinois, and was greatly surprised to find no printed information about the many places of interest in the city where Lincoln lived for over twenty years. This oversight prompted my next publication, a forty-four page tourist guide entitled Louisville Lincoln Loop. It featured places associated with the Lincoln family in Kentucky, which could be visited on a circuitous route beginning at either Louisville or Hodgenville. The editor of the Illinois State Journal at Springfield commented editorially on March 22, 1923, that the guide book should be, "an inspiration

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for definite action," on the local pamphlet "so long talked of and about which so far there has nothing been done."

After the unprecedented influx of literature, preliminary to and during the Lincoln Centennial in 1909, there was a decided decline in the number of Lincoln publications coming from the press. It was not until the early twenties that there was another marked increase of Lincoln books and pamphlets. Largely responsible for this revival were these three well known authors and their publications: Ida M. Tarbell, The Footsteps of Lincoln, 1924; William E. Barton, Life of Lincoln (2 vols.), 1925; Carl Sandburg, The Prairie Years, 1926. Clearly subordinate to these works by famous authors was my own Lincoln Parentage and Childhood, 1926. Miss Tarbell and Dr. Barton had visited me in Kentucky and given me encouragement and advice about my manuscript then in preparation for publication.

A more important factor during this period, from the biographical viewpoint, was the entrance of Albert J. Beveridge into the ranks of Lincoln historians. Residing in Indianapolis, the former Senator from Indiana brought the state into the main stream of the Lincoln awakening. Because of the acclaim he had received for his biography on Chief Justice Marshall, literary critics prophesied that his proposed multi-volume work would become the definitive history of Abraham Lincoln. He learned of my Lincoln writings and made an appointment to meet me in Kentucky. He became greatly interested in the type of research work I was doing in the Lincoln field and considerable correspondence passed between us.

The Senator was often before the public on the lecture platform and historical conventions. He was partly responsible for my appearing on the program of The Indiana Historical Society at Indianapolis on December 5, 1924. My subject was "Unused Sources for Modern Historians." The Senator came on from the East to preside at the session I addressed and introduced me. His remarks, some comments by Dr. Barton, and my address were printed in full in a publication of the society. Possibly this appearance may have been my introduction to the Indiana scene.

A joint meeting of the Mississippi Valley and the Illinois Historical Societies was held at Springfield, May 7, 1926. Solon J. Buck of the American Historical Society was present at this convention and urged "The expansion of the nation's effort in historical research." Albert J. Beveridge headed the committee to raise funds to finance the project. This task and the Lincoln writings, on which he had embarked, were brought to a sudden end by his untimely death on April 27, 1927. Although the copy of his Lincoln manuscript had only reached the period of the debates with Douglas, it was brought from the press the following year in two volumes, far short of his objectives. Yet, his personal enthusiasm and extensive research did much to popularize the Lincoln saga, especially in Indiana.

Just how early my own Lincoln writings may have been called to the attention of the insurance company executives of Fort Wayne is uncertain. Mr. Foster undoubtedly received the publications of the historical society and Christopher B. Coleman, the director of the Historical Commission, of which Mr. Foster was president, was a personal friend of mine and well informed about my interest in Lincoln. Articles had also appeared in the daily press which released current information about my Lincoln researches in Indiana. Lincoln's Parentage and Childhood was in the hands of members of the executive committee shortly after it came from the press in 1926, according to Mr. Hall.

Early in 1927, Indiana's Governor Jackson appointed a commission of prominent citizens to submit plans for the erection of a memorial to Lincoln's mother at the place of her burial in Spencer County. Mr. Hall was an active member of this group. An organization called the Indiana Lincoln Union was set up to direct this enterprise. I was then living near Indianapolis and was appointed a member of the Promotional Committee. In August, I was employed by the Union to lecture on Lincoln at the organization meetings throughout the state.

Southern Indiana was the first section of the state to

be visited and, from October 8, to December 10, Lincoln speeches were made daily, except weekends. During this period, practically every county seat south of Indianapolis was visited and an address on Lincoln illustrated by stereopticon slides was delivered. The first of the new year, 1928, the counties north of Indianapolis were organized and the story of Lincoln presented. A meeting of the district leaders of the North Eastern division was held at Potawatomi Inn at Pokagan State Park, with Mr. Hall as chairman of the group. Mr. Hall and Oscar Foellinger, editor of the News-Sentinel, had invited me to ride with them from Fort Wayne to the place of meeting and return. Some time later, Mr. Foellinger told me that Mr. Hall had talked with him during the evening about the possibilities of my coming to Fort Wayne.

During the period I was lecturing in Mr. Hall's district, he invited me to visit the company offices and personally conducted me over the building. Upon another visit, he proposed that I join the organization and establish some sort of a Lincoln memorial project. After giving the proposition much thought and talking it over with my family, I affiliated with the company on February 12, 1928. Referring to my selection, Mr. Hall stated later on: "It was largely through his work in behalf of the memorial movement that he obtained recognition as a reliable authority on Abraham Lincoln in this state."

It was made clear to me from the very first conference, after my employment, that no plans whatever had been made for the new Lincoln department. Mr. Hall stressed the point that I was to make my own recommendations about the character and scope of the project. He also suggested that, while he was favorably impressed with the venture, my first job would be to sell the other officers on the proposal. One phase of my activities had already been determined by the company in offering my services to the Indiana Lincoln Union, as long as they needed me in the memorial project. As the number of these speeches tapered off, the company began filling in my vacant time with speaking appointments, which soon took the form of an itinerary.

The recordings of my researches made during the Kentucky residence, on the early history of the Lincoln family, were brought to Indiana, and it was agreed that one of the primary objectives in the new office should be a similar approach to the Indiana environs of the Lincolns. This proposal was largely responsible for naming the new department, The Lincoln Historical Research Foundation. The earliest acquisition in this field was the Richard Thompson collection of manuscripts, then in possession of his estate at Terre Haute. Thompson was a friend of Lincoln, a leading Whig politician of the state and a correspondent of the President. Acquired were 1,500 papers which included Thompson's correspondence with Lincoln's Indiana contemporaries. The personal papers of Hugh McCulloch, a Fort Wayne citizen, and Lincoln's Secretary of the Treasury, were loaned to the Foundation by his grandson.

Two very important files of manuscripts I had previously acquired were also brought with me. One, over 2,000 Helm-Haycraft papers, dating back to the late years of the eighteenth century and extending to the Civil War, mainly referring to the citizens of the Lincoln country. The other, the Hanks-Hitchcock papers, was the most extensive collection of information gathered about the Hanks family in America, as well as the English forebears. Included was a great mass of correspondence between members of the family, copies of public records, and 1,200 genealogical papers about the Hankses and their relatives.

Aside from the public forum as an outlet for information about the Lincoln story, a medium was needed for the publication of newly discovered findings in the field of Lincolniana. On the same day of Lincoln's demise, April 15, the first copy of *Lincoln Lore* came from the press in 1929. It was a one page, $8\frac{3}{2}$ " x 11", bulletin published weekly and sent gratis to those interested in the 16th President. It served as a clearing house for all types of information about Lincoln and featured a Lincoln bibliography. After it had been in circulation six months, a query was sent to the recipients by Mr. Hall asking for their reaction to the sheet and it received very complimentary approval. A Lincoln Memorial Highway crossing Southern Indiana was proposed in 1930, and on September 18, Governor Harry G. Leslie appointed a commission to promote the undertaking, with Arthur F. Hall as chairman. I was appointed historian to the group. Similar commissions were named by the governors of Kentucky and Illinois, and Mr. Hall became chairman of the joint meetings of the commissions of three states, and I served as secretary. Much of my time was spent in attempting to locate the Indiana segment of this proposed highway, and a printed report was issued presenting, in detail, the preferred route.

While plans for the future development of the Foundation's activities evolved, it became more and more apparent that an outstanding Lincoln Library should be created as the ground work for a significant collection of Lincolniana. Five outstanding compilations of Lincoln literature had been gathered in America. The founders were Daniel Fish, W. H. Lambert, C. W. McLellan, J. B. Oakleaf and Judd Stewart, known as the "Big Five." Lambert's collection had been disseminated and sold at auction; McLellan's was acquired by Brown University; Stewart's went to Huntington Library at San Marino, California; Fish was deceased, the collection being retained by his estate in Minneapolis; and Oakleaf, the youngest of the five, was still active in the collector's field.

The fact, that one of the nation's great Lincoln libraries was located on the eastern coast, another on the western coast and a third dispersed, gave further emphasis to the need for a notable collection of Lincolniana in the middle west, where Lincoln lived most of his life. There appeared to be but one opportunity open to achieve this end, the acquisition of the Daniel Fish Library. A visit to Minneapolis and an appraisal of the collection revealed that it could be purchased, but there was one serious deficiency observed. Although it was the most desirable of all five libraries, from our point of view, because Judge Fish had published the first recognized Lincoln bibliography in 1906, after that, his interest abated to an extent and no items had been added since 1925.

The most tenacious collector of Lincolniana in 1930, was Albert H. Griffith, of Fisk, Wisconsin, and his holdings would be adequate to fill the vacancy in the Fish Library. With the acquisition of these two collections of literature, we would have the most complete compilation of books and pamphlets on Abraham Lincoln ever gathered in one place. It was a grand day for all admirers of Abraham Lincoln, when, on February 7, 1930, the executive committee of The Lincoln National Life Insurance Company voted funds for the purchase of Lincolniana gathered by Daniel Fish and Albert H. Griffith.

With the manuscript collections and Lincoln literature now housed in a fire proof building, a major effort in conservation had been accomplished. But, a still further safeguard for preservation was achieved in the acquisition of combination bookcase and manuscript files of steel, stained mahogany, as Markham put it, "The color of the ground was in him, the red earth, the smack and tange of elemental things." Mr. Hall said, "when an individual collector dies, his collection may be sold at auction and scattered. A corporation does not die, and this collection is in permanent hands. It will increase in value as the years go by."

After the cataloguing had been completed and each item placed in its proper niche, the time came to plan for the dedication. A day close to Lincoln's birthday was desired, but not the actual day when nation-wide, annual observances would be scheduled, so the evening of February 11, was selected. The program was divided into three sessions. The Official Dedication at four, the Lincoln Dinner at six-thirty, and the Lincoln Student's Assembly at eight.

Samuel M. Foster, chairman of the board of the company, presided at the dedication session and the dedicatory address was delivered by Louis H. Bailey, state librarian. Other speakers were: Dr. Otto L. Schmidt of Chicago, president of the Illinois Historical Society; Dr. D. B. Waldo of Kalamazoo, president of Western State Teachers College; Richard Lieber of Indianapolis, director of the Indiana Conservation Department; and Ross McCulloch of Fort Wayne, grandson of Hugh McCulloch, Secretary of the Treasury under Lincoln. Mr. Foster, in the formal dedicatory rite, used this committal: "We the officers of the Lincoln National Life Insurance Company, and the Lincoln students assembled, do hereby dedicate this library and museum to the perpetuation of the ideals and memory of Abraham Lincoln."

President Hall was host at the dinner and excerpted from his welcome address is this statement:

"No motive of commercialism or profit entered into our plans to assemble this wealth of Lincolniana — We seek merely to provide the means and the channel through which there may continue to flow an ever increasing volume of information concerning Lincoln, especially to the youth of our land, that they may be influenced to think and to live as Lincoln did — 'with malice towards none and charity for all.'"

A dialogue based on the Lincoln-Grace Bedell episode was presented by Mr. Verlin Harrold and 11 year old Eleanor Warren. A letter was read by Mr. Hall from the former Miss Bedell, now Mrs. Billings, 90 years old. Vice President Mead announced the granting of a commission to Mr. Manship to do a Lincoln statue. Stereopticon pictures of noted Lincoln statues were shown.

The director of the Foundation presided at the Lincoln Assembly, which followed the dinner. Frank B. Taylor, of Fort Wayne, and son of an author who composed one of the famous funeral poems, related some reminiscences. The speaker of the evening was Dr. Edgar DeWitt Jones, of Detroit, who spoke on "The Lincoln Fellowship" and concluded his remarks with an appeal to those present: "Let not the Lincoln in you die."

There was one more preliminary to be observed before the events associated with the Foundation's origin and its routine operation could be set in motion, the dedication of the heroic bronze statue of "Abraham Lincoln. The Hoosier Youth" by Paul Manship. It now stood veiled in the court in front of the company office building where the Lincoln collection was enshrined. No detail was overlooked in making extensive plans for its dedication on September 16, 1932, and to this end public relation experts from Chicago had been retained. In the initial arrangements, the counsellors seriously objected to the verbose and unwieldy name they were obliged to use over and over again, "The Lincoln Historical Research Foundation of The Lincoln National Life Insurance Company." They urged persuasively that the title be condensed to "Lincoln National Life Foundation," and it was approved.

While the dedication of the collection of Lincolniana had been largely of interest to a mid-western constituency, the statue ceremonies were to be broadcast nation-wide through the facilities of radio. Music by a famous band and the solos by Cyrena Van Gordon of the Chicago Civic Opera Company contributed to the entertainment feature of the proceedings, which were presented on September 16, 1932. The Dedication Program was announced for 12:30, the Lincoln Students Luncheon at 2:00, and the Tribute to Youth at 3:00. Messages were read by Mr. Hall from President Hoover and the widow of Robert Lincoln, son of Abraham Lincoln. The veil was lifted from the statue by Arthur Fletcher Hall, III, grandson of the company president and great great grandson of Hugh McCulloch.

The statue ceremonies, with one session designated as "A Tribute to Youth," gave emphasis to the young Lincoln. The wish expressed by Mr. Hall in the dedication of the Foundation, "that the youth of our land . . . may be influenced to think and live as Lincoln did," seems to have been on its way to fulfillment in the exercises which featured Dan Beard, the outstanding Boy Scout advocate. His presence contributed to the proposal by the Foundation that annually scout troops visit en-masse, on Lincoln's Birthday, a Lincoln statue or shrine located in their area. For nearly forty years, these pilgrimages have been encouraged and attendance awards provided by the Foundation for Boy Scouts participating.

Information about the history of the Lincoln National Life Foundation, from these days of its origin through the subsequent years, may be obtained in the complete files of *Lincoln Lore* to be found in Public Libraries throughout the nation.

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