

LINCOLN LORE

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LINCOLN LORE

BULLETIN OF
THE LINCOLN
HISTORICAL
RESEARCH
FOUNDATION



ENDOWED BY
THE LINCOLN
NATIONAL LIFE
INSURANCE
COMPANY

Dr. Louis A. Warren - - - Editor

PROSPECTUS

We are happy to release in this first copy of Lincoln Lore for the year 1930 a communication from Arthur F. Hall, president of The Lincoln National Life Insurance Company. The Lincoln Lore questionnaire which Mr. Hall addressed some time ago to those receiving the publication was answered by such a large number of the recipients that an acknowledgement of them was next to impossible. It is hoped that each reader of this broadside will consider the following letter, by Mr. Hall, a personal note of appreciation for the good will expressed in the correspondence relative to Lincoln Lore.

Fort Wayne, Indiana
January 1, 1930

To the Friends of Lincoln Lore:

At the time Lincoln Lore had been in circulation six months, I had the pleasure of addressing an inquiry to those who were then receiving the bulletin. The purpose of this correspondence was to learn if the publication was worth while and if so, what might be done to improve it. The unanimous and enthusiastic response, praising its value and possibilities, has encouraged us to follow out most of the suggestions made for its betterment.

Just twenty-five years ago this year I received a letter from Robert Todd Lincoln permitting me to incorporate the family name in the name of the insurance company I was then organizing. Enclosed in this letter was a portrait of Abraham Lincoln which his son said he regarded as "a very good likeness" of his father. An artist's copy of this portrait is the well-known insignia of The Lincoln National Life Insurance Company.

As this is our Silver Anniversary year, I am especially anxious that Lincoln Lore will reflect the growing esteem in which Lincoln is held by my associates and myself. I trust that this bulletin will serve as one of the

mediums through which our appreciation may be expressed for the use of so illustrious a name.

One of the most urgent requests of those receiving Lincoln Lore was the publication of an index. This demand has already been granted in a somewhat abridged form released in the last issue. As these indexes are contemplated semi-annually hereafter, the extra space available will allow them to be made more comprehensive.

The fact that the great majority of those receiving Lincoln Lore preserve the bulletins and plan to have them bound, is responsible for making some changes in the publication itself and in its distribution. Most of these improvements undoubtedly have been observed in the copy in hand.

With the idea of preservation in mind, it was immediately recognized that a better grade of paper should be used. Durability made necessary by the punching of holes in the margin for filing has caused us to select a good, tough bond paper to answer this need.

With better paper stock necessary we were invited to improve the appearance of the broadside. We trust that the new dress may meet with your approval. The profile of Lincoln used in the mast head is copied from the Pickett Lincoln used by the government as the model for the likeness of Lincoln appearing on the government postal cards. The original Pickett bronze is in the possession of The Lincoln National Life Insurance Company.

Better paper and a more attractive broadside to send forth makes us anxious to have you receive it in good condition for filing. The small envelope, making necessary several folds, has been discarded and a full sized container, requiring but two folds, will now be used.

There has been a very general request that a binder be provided for the bulletins. Inasmuch as The Lincoln Historical Research Foundation makes no charge for any services it renders and some cost would be involved in providing a binder, this matter has been referred to our Supply department.

They reply that they carry in stock the DeLuxe Flexi-Folder, 9 x 11½, made of imitation black leather with three screw posts big enough to bind fifty-two copies of Lincoln Lore. Upon the cover there will be printed in gold letters "Lincoln Lore, 1929 (or 1930) —The Lincoln National Life Insur-

ance Company—Fort Wayne, Indiana." This binder will be provided at wholesale cost—\$1.75 postpaid—to any person on the Lincoln Lore mailing list requesting the same.

A very great number of those receiving Lincoln Lore have requested to be allowed to pay a subscription for the bulletin. We have tried to concur in all their wishes except this one. We would be pleased, however, to match their generosity by offering to place on our mailing list the names of any of their friends who are vitally interested in Lincoln and who would appreciate receiving these weekly broadsides.

I wish to express my very deep appreciation for the most complimentary references to this rather unique educational project which The Lincoln National Life Insurance Company is endeavoring to sponsor. Your encouragement from time to time will stimulate us to greater efforts in behalf of the memory of Abraham Lincoln.

Sincerely yours,

ARTHUR F. HALL
President

Back Numbers

In checking over the Lincoln Lore files for the past year, one may find that he has failed to preserve some of the numbers. With but very few exceptions, we are able to supply such copies as may be needed, and shall be glad to forward them upon request.

We would also be glad to furnish copies of certain issues which might be forwarded to friends who would be interested in special subjects. Bankers would appreciate the issue on Currency; ministers, the Religious Expressions in Lincoln's Letters; politicians, Lincoln's First Vote, Stray Ballots, and others; postmasters, the broadside on Postmaster Lincoln. We are very anxious to place such information as we have been able to gather in the hands of those who will enjoy it the most. We trust that none of the Lincoln Lore associates will hesitate to send for these extra numbers if they can be used expeditiously.

Partial files of Lincoln Lore will be forwarded to historical societies, or libraries, upon request.