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Portraits of Abraham Lincoln Commissioned By The Lincoln National Life Insurance Company

Editor's Note: Over a period of many years The Lincoln National Life Insurance Company has commissioned several of the nation's leading artists to make portraits of Abraham Lincoln. Most of these have been used in national magazine advertising and have appeared in color. Hundreds of thousands of prints from the originals have been distributed to those persons requesting copies for framing. (Copies are no longer available as the supply has been completely exhausted.) These portraits have taken the form of charcoal drawings, scratchboard drawings, water colors, oil paintings, etchings and engravings.

The first Lincoln picture used by the insurance company was the famous photograph taken in Mathew Brady's Washington gallery on Tuesday, February 9, 1864 (M-85 & O-92). On August 3, 1905 Robert T. Lincoln, writing from Manchester, Vermont, to Mr. Arthur F. Hall, one of the founders of The Lincoln Life, made the following statement:

"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."

With the need of a more elaborate portrait of Lincoln for calendars and other advertising purposes, the Company purchased from T. Hamilton Crawford, an English artist, a water color portrait of Lincoln made from the Brady photograph of February 9, 1864. Crawford, to

make the portrait more pleasing, added a bookcase filled with books, the bindings of which appear in many colors. This portrait has likely enjoyed a more permanent advertising value to the Company than any other ever purchased.

Sometime during the early years of the Company, a sketch made of the famous William Edgar Marshall engraving (See *Lincoln Lore*, No. 591, August 5, 1940) was widely used in newspaper and magazine advertising and on calendars and letterheads.

In 1934 the insurance company began the commissioning of artists to provide portraits and pictures to depict different events in Lincoln's life that would be in harmony with the advertising copy provided by public relations experts for national advertising. The first productions of this kind were four charcoal drawings by M. Leone Bracker depicting "Lincoln—Indiana Boy," "Lincoln and His Mother," "Lincoln at Gettysburg" and "Lincoln As President."

Since 1934 Lincoln portraits (some of which have been used in literature and on letterheads) by Welsh, Leyendecker, Carter, Mizen, Cornwell, Baker, Nuyttens, Calvillo, Lettick, Altekruise, Beall and Riley have been commissioned. Their works, along with the above-mentioned early portraits, are reproduced in miniature in this issue of *Lincoln Lore*, which will serve as a *check list* as well as add to the pictorial interest of the bulletin. See *Lincoln Lore* Nos. 384, 392, 424, 436, 449, 502 and 1513 for additional information on this topic.

R.G.M.



Sketch made from the William Edward Marshall engraving of Abraham Lincoln.



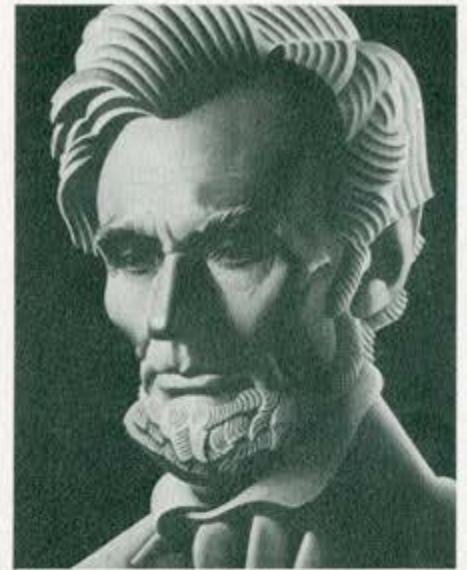
Water color portrait of Lincoln by T. Hamilton Crawford, the English artist.



Lincoln—Indiana Boy
by M. Leone Bracker



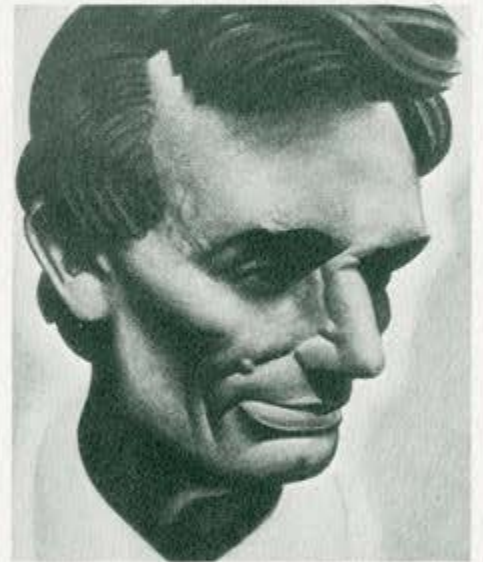
Lincoln And His Mother by M. Leone Bracker



Lincoln By William P. Welsh



Lincoln At Gettysburg by M. Leone Bracker



Lincoln By William P. Welsh



Lincoln As President by M. Leone Bracker



Lincoln By William P. Welsh

A Great Friend To Little Children by J. C. Leyendecker





Lincoln Visiting The Wounded by Pruett Carter



Lincoln Proclaiming Thanksgiving by Dean Cornwell



Lincoln And Son "Tad" by Frederick Mizen



Abraham Lincoln—The Honest Clerk by Frederick Mizen



Lincoln by Ernest Hamlin Baker



Lincoln's Farewell To His Stepmother by Frederick Mizen



Lincoln by Pierre Nuytens



Lincoln
A scratchboard drawing by Jose Calvillo



The Thoughtful Lincoln
by Kenneth Riley



Lincoln
by Neil E. Altekruise



Lincoln at Gettysburg
by C. C. Beall



Lincoln
by Bernie Lettick



Lincoln In Brady's Studio
by C. C. Beall