



Lincoln Lore

October, 1982

Bulletin of the Louis A. Warren Lincoln Library and Museum. Mark E. Neely, Jr., Editor
Ruth E. Cook, Editorial Assistant. Published each month by the
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Number 1736

LOUIS AUSTIN WARREN (April 23, 1885 — June 22, 1983) (Conclusion)

"The only stock that is not down is Bayers Aspirin," Arthur F. Hall announced late in 1929. While Warren was negotiating for the library, the stock market crashed. The future of the Lincoln Historical Research Foundation would have been very uncertain indeed were it not the case that businessmen, like generals, are incorrigible optimists. As late as October 1931, Hall was telling a resigning board member "that following a depression the life insurance business booms, and I am expecting the next five years to be the greatest in the history of the business." They were not to be so great, of course, and even Hall, a rock-ribbed Republican, grew more pessimistic after Herbert Hoover failed to gain reelection in 1932. And well before that, of course, the Lincoln National Life Insurance Company was forced to take drastic cost-cutting steps.

In December 1929 Warren travelled to Wisconsin to examine Griffith's collection and others, including the Fish collection

probably. He returned to Fort Wayne about a week before Christmas and told Griffith that the company's executive committee was to meet the next week. There Warren would make his pitch for the collections he wanted to purchase. He asked Griffith for the lowest price he would accept for the collection before he went before the executive committee. Griffith, again in a tone typical of collectors negotiating with institutional buyers, replied that he did "not feel at all mercenary." Griffith's "greatest concern" was "a sentimental one." He wanted to see his collection — his "life work" — "placed in some worthy institution, where it will be cherished, preserved and made available for the future." The price remained \$15,000.

Warren was going to ask for a great sum of money, and the bad economic conditions of the country doubtless did little to calm his nerves. To add to his troubles, he contracted a severe case of tonsillitis and missed the scheduled executive committee



*From the Louis A. Warren
Lincoln Library and Museum*

FIGURE 1. In a typical pose Warren uses the famous clipping files at the institution he built.

meeting. He had to go to the hospital, apparently for a tonsilectomy, and the negotiations to acquire a Lincoln collection for the foundation were still hanging fire in February.

On February 8, 1930, the executive committee agreed to purchase the Fish and Griffith collections, apparently for \$40,000 and \$15,000 respectively. Warren was in high glee as he prepared to leave on his annual February speaking itinerary. When he returned, he started listing and cataloguing the thousands of books and pamphlets which were pouring into the foundation. At the same time, mahogany-colored steel bookcases and files began to arrive in Fort Wayne to hold the collections. By May the last of the library fixtures, eight plate glass exhibit cases, had arrived, but Warren was still putting the collections in order.

Griffith sent small parts of his collection that spring, but the bulk, 40 one hundred-pound boxes, two tons of books, pamphlets, and periodicals, were not shipped until August. When his collection was gone, Griffith felt "a little lonesome."

Soon after the collection arrived in Fort Wayne, Griffith wrote Warren to ask to buy a book of which Griffith knew there to be two copies in the collection. Warren's reply revealed that the Director of the Lincoln Historical Research Foundation did not yet know what bad financial times were ahead:

I should like very much to comply with your request relative to disposing of one of our copies [of the book] . . . but I fear it would start a precedent which would make me much work and put me in much trouble.

We have not sold a single item of *Lincolniana* and do not intend to as we would soon find ourselves in the role of a secondhand book store.

We have a very great number of duplicates and what the disposition of them will be we have not decided as yet. We are not anxious to let Lincoln collectors know that we have any duplicates.

You can readily see we would be constantly approached by collectors all over America who were seeking some of the rare items which we have in duplicate and our office force would be detracted from its regular routine work.

What businessman Arthur F. Hall could not foresee, was not foreseen by historian Warren either. Warren continued to work at building a great collection. On January 22, 1931, a Chicagoan named L. E. Dicke gave Warren a thirty-day option to purchase a collection of over 800 Lincoln prints at \$6,000. Warren was confident enough of his ability to get the money from the executive committee that he brought the print collection to the foundation. Soon thereafter, the company had to contemplate increasing its capital stock, and the \$6,000 was nowhere to be found.

"Had we not been struck by this depression I am quite sure they would have resolved long before this to acquire your collection," Warren wrote Dicke in the summer of 1931. In July he offered to pack the prints and return them to Chicago, but Dicke was willing to wait. He tried his best salesmanship on the business executives, drafting a memorandum on "Enduring vs. Momentary Publicity":

A one page advertisement in the Saturday Evening Post costs approximately \$7,000. It will be observed by a large but rather indefinite number of people for a moment only, and its usefulness is gone forever. The \$7,000 is gone forever, also, and with it its earning power of \$420 a year. Theoretically a company never ceases to pay its annual toll for its contacts made through momentary advertising which had long since faded out.

Few companies have a point of contact which allows human interest to sponsor an enduring publicity.

A collection of 800 rare Lincoln prints easily associated with the company name and available for exhibition in private homes, schools, churches, clubs, convention halls, and art museums, can be purchased for \$6000 — 1000 less than the cost of a page in the Saturday Evening Post.

This advertising material is of enduring character and increasing interest and is not subject to the fading out process of momentary publicity.

The original cost of 6000 is not gone forever, but can be converted into cash upon order. Passing time increases the price of old prints so that the accumulative values resulting should

easily care for the interest money on the investment. Theoretically this type of enduring advertising costs nothing.

Warren even tried to get the company to buy the collection at \$4,500 by removing the seven most expensive prints from the lot, but not even that reduced amount was available.

By the summer of 1931 Warren had hit upon the idea of selling the duplicates from the Fish and Griffith collections in order to raise enough money to purchase the Dicke collection. Of course, it proved difficult to sell the duplicates in the depressed economy. Warren felt certain that in January 1932 the company would give him the \$4,500 and not force him to wait upon the sale of the duplicates to close the deal. But in January the company's officers decided to embark on a costly advertising program to counter the effects of the Depression on sales, and the executive committee turned Warren down. He would have to sell his duplicates before he could purchase the prints.

That sale came later, but the negotiation gave Warren the idea for the method by which the foundation would survive the Depression as an occasionally active purchaser of *Lincolniana*. Warren would sell duplicates, new Lincoln books, and pamphlets published by the Fort Wayne organization itself to raise money for other purchases. It was an ingenious scheme which allowed the fledgling organization to survive until better economic times in the 1940s.

The experience of the Lincoln Historical Research Foundation was paralleled to some degree by another young Lincoln institution, the Lincoln Centennial Association in Springfield, Illinois. It was organized as a serious private historical society in 1925. Paul M. Angle became its first secretary, the executive head of the organization, which was renamed the Abraham Lincoln Association in 1929. After seven years of work with the association, Angle was offered the job of director of the Illinois State Historical Library, in Springfield, a state-supported historical organization. It was 1932, and here is Angle's ironic description of what ensued:

It seemed to me to be a very good idea. The Depression was approaching its nadir, and I concluded that the State of Illinois was far more likely to survive the debacle than the . . . Association. In short, I ran for cover. Although I have never regretted the decision, my prognosis was wrong. The State of Illinois cut salaries and missed a couple of payrolls; the Lincoln Centennial Association sailed through nicely. The experience led me to formulate a rule of action for times of economic disaster. Abandon the essential industries. Steel mills and automobile factories shut down, utilities lay off men by the hundreds, banks close. But historical societies and art museums and colleges and universities somehow keep going.

The Lincoln Historical Research Foundation kept going too. But few people today realize that it gained its existence, as it were, by the skin of its teeth. If Warren had delayed by a few months his request to purchase the Fish and Griffith collections, the very heart of what is now called the Louis A. Warren Lincoln Library and Museum, the Lincoln National Life Insurance Company would not likely have been able to make the initial \$55,000 investment. Without the resulting institution with its thousands of books and pamphlets, its mahogany-colored steel bookcases, and its plate glass display cases as an investment to protect, the insurance company might well have thought better of Arthur F. Hall's idea and let Louis Warren take his shelf of books and his clipping scrapbook and return to the ministry.

Louis A. Warren had fortunately worked with characteristic energy, suffering a nervous breakdown in his frantic haste to do all that was necessary to get the institution started. He accomplished enough to guarantee that the institution would have a future just before the Depression grew bad enough to end all hope of starting a research institution. He did enough before 1932 to merit having the library and museum named after him, and he worked diligently there for another twenty-four years. The accomplishments of those years will have to wait another time and, perhaps, another series of *Lincoln Lore* issues. What has been chronicled already should be enough to explain the sense of loss felt by the Lincoln fraternity everywhere at the death of Louis Austin Warren.

LINCOLN AND THE AMERICAN POLITICAL TRADITION

A Symposium on Lincoln's Role in American Political Culture

DATE

June 7-9, 1984

SPONSOR

Brown University Library, Providence, R.I.

PAPERS

Don E. Fehrenbacher, Stanford University

The Words of Lincoln

James M. McPherson, Princeton University

Abraham Lincoln and the Second American Revolution

Michael F. Holt, University of Virginia

Lincoln and the Politics of Union

William E. Gienapp, University of Wyoming

Who Voted for Lincoln

Stephen B. Oates, University of Mass., Amherst

Abraham Lincoln, Republican in the White House

Robert H. Wiebe, Northwestern University

*Lincoln's Democracy***COMMENTATORS**

Robert V. Bruce, Boston University

Richard N. Current, University of N.C., Greensboro

Gordon S. Wood, Brown University

WORKSHOPS*Lincoln Print Portraits for the Collector and**Connoisseur*

Harold Holzer

Conservation of Civil War Era Photographs

Roberta Sautter, Paper Conservator, Brown University

Collecting Lincoln: What's Left to Collect?

Mark E. Neely, Jr. and Frank J. Williams

*Lincoln Dollars and Cents: Popular Culture, Commercial-**ization and the Sixteenth President*

Richard and Kellie Gutman

EXHIBITION

An exhibition on the symposium theme, drawing upon material from the McLellan Lincoln Collection, will be mounted in the John Hay and Rockefeller Libraries.

ALSO

There will be a reception June 7 and a banquet June 8. In addition, a walking tour of Providence's historic East Side will be offered, as well as a concert of music of Lincoln's time.

LODGING

Room and board - two lunches, coffee breaks and banquet - will be provided on the campus of Brown University at a cost of approximately \$40 per person.

COSTS

Funding from the National Endowment for the Humanities has been requested. If granted, there will be no registration fee for the conference and costs for those attending will be limited to room and board. Without NEH support, a registration fee of approximately \$70 per person, plus room and board, will be required.

REGISTRATION

Registration materials will be mailed in March, 1984, at which time fees will be set. You are invited to indicate your interest in attending the conference at this time. Please state whether you will require dormitory accommodations.

INFORMATION

For further information please write:

Frank J. Williams, Chair**The Lincoln Symposium, 2 Williams Street****Providence, Rhode Island, 02903 (401)-331-2222****PLEASE POST**

CUMULATIVE BIBLIOGRAPHY 1981-1983

by Ruth E. Cook

Selections approved by a Bibliography Committee consisting of the following members: Dr. Kenneth A. Bernard, 50 Chatham Road, Harwich Center, Mass.; Arnold Gates, 168 Weyford Terrace, Garden City, N.Y.; Carl Haverlin, 177117 Margate, Encino, California; James T. Hickey, Illinois State Historical Library, Old State Capitol, Springfield, Illinois; Ralph G. Newman, 175 E. Delaware Place, 5112, Chicago, Illinois; Lloyd Ostendorf, 225 Lookout Drive, Dayton, Ohio; Hon. Fred Schwenkel, 200 Maryland Avenue, N.E., Washington, D.C.; Dr. Wayne C. Temple, 1121 S. 4th Street Court, Springfield, Illinois. New items available for consideration may be sent to the above persons or the Louis A. Warren Lincoln Library and Museum.

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LOUIS A. WARREN LINCOLN LIBRARY AND MUSEUM, THE

1981-25

Lincoln Lore/Bulletin of the Louis A. Warren Lincoln Library and Museum. Mark E. Neely, Jr., Editor./Ruth E. Cook, Editorial Assistant. Published each month by the Lincoln National Life Insurance Company, Fort Wayne, Indiana 46801./Number 1721, July 1981 to Number 1726, December 1981.

Folder, paper, 11" x 8 1/2", 4 pp., illus. Number 1721, The Abraham Lincoln Encyclopedia By Mark E. Neely, Jr., New York: McGraw-Hill Book Company, 1982. Pp. xxi, 356, Reviewed by Robert V. Bruce, Professor of History, Boston University, July 1981; Number 1722, Lawanda Cox on Reconstruction in Louisiana: A Review, August 1981; Number 1723, Lawanda Cox on Reconstruction in Louisiana: A Review (Cont.), September 1981; Number 1724, Presidential Clemency for Civilians Tried by Military Commission, October 1981; Number 1725, Mary Todd Lincoln (1818-1882), November 1981; Number 1726, Index for 1981, December 1981.

1982

ABRAHAM LINCOLN ASSOCIATION 1982-23

Papers of the Abraham Lincoln Association/Volume IV 1982/The Anti-Lincoln Tradition/By Don E. Fehrenbacher/What Type of Trial? A Civil Versus A Military Trial For/The Lincoln Assassination Conspirators/By Thomas R. Turner/Lincolniana in 1982/By Frank J. Williams/Abraham Lincoln Association/1982/Kathryn Wrigley Editor/[Copyright 1982 by the Abraham Lincoln Association.]

Pamphlet, paper, 9" x 6", 72 (4) pp., illus. Yearly membership dues include a subscription to this publication. Requests for information should be directed to the Secretary, Abraham Lincoln Association, Old State Capitol, Springfield, Illinois 62706.

BARZUN, JACQUES

1982-24

Lincoln's Philosophic Vision/Jacques Barzun/Literary Advisor, Charles Scribner's Sons/Former Provost, Columbia University/21st Annual/Robert Fortenbaugh Memorial Lecture/Gettysburg College/1982/[Copyright 1982 by Jacques Barzun. Art and production by Artichokes Creative Studios, Inc., Washington, D.C.]

Pamphlet, paper, 9" x 6", fr., 24 (6) pp., illus.

LINCOLN MEMORIAL UNIVERSITY

1982-25

Lincoln Memorial University Press/[Device]/Winter 1982/Vol. 84, No. 4/Lincoln Herald/A Magazine devoted to historical research in the field of Lincolniana and/the Civil War, and to the promotion/of Lincoln Ideals in American/Education/[Harrogate, Tenn.]

Pamphlet, flexible boards, 10 1/8" x 7", 199-250 (1) pp., illus., price per single issue, \$5.00.

NEELY, MARK E., JR.

1982-26

The/Extra Journal/Rallying the Whigs/of Illinois/Mark E. Neely, Jr./Published by/Louis A. Warren/Lincoln Library and Museum/Copyright 1982/

Pamphlet, paper, 9" x 6", 16 pp., illus., accompanied by a flexible board folio, 16 1/2" x 11 1/4", containing facsimiles of the *Extra Journal*, Volume 1, number 1, April 20, 1843 through Volume 1, number 7, July 15, 1843. Folio with a paper gold seal with a picture of Lincoln.

OATES, STEPHEN B.

1982-27

Builders of the Dream/Abraham Lincoln/and/Martin Luther King, Jr./Stephen B. Oates/Professor of History and Adjunct Professor of English/University of Massachusetts at Amherst/Louis A. Warren/Lincoln Library and Museum/Fort Wayne, Indiana/1982/[Copyright 1982 by the Louis A. Warren Lincoln Library and Museum. Permission to abstract is granted provided proper credit is allowed.]

Pamphlet, paper, 9" x 6", 24 (12) pp., illus. The fifth annual R. Gerald McMurry Lecture delivered on May 20, 1982, in the Board Room at the Lincoln National Life Insurance Company, Fort Wayne, Indiana.

SANDERS, GERALD

1982-28

Abraham/Lincoln/Fact Book/& Teacher's Guide/Gerald Sanders/Eastern Acorn Press/[Copyright 1982 by Eastern Acorn Press. Design by Winston Potter. Produced by Publishing Center for Cultural Resources, NYC.]

Pamphlet, flexible boards, 10 3/4" x 7 1/2", fr., 64 (5) pp., illus., price, \$1.95. Copy autographed by author.

1983

BURGESS,**LARRY E., DR. 1983-1**

Encountering the Lincoln Scholarly/Zareba: The Reading Public, The Lincoln/Scholar, and Lord Charnwood/by Dr. Larry E. Burgess, Archivist/Head of Special Collections/A. K. Smiley Public Library/Redlands, California/(Picture of The Lincoln Memorial Shrine)/February 6, 1983/A Keepsake/Lincoln Memorial Shrine/Redlands, California/(Cover title)/

Pamphlet, paper, 8 1/2" x 5 1/2", 8 (1) pp., illus. Copy No. 267 of limited edition of 500 copies.

EMERSON**PRESS 1983-2**

Inaugural Dinner/Governor James R. Thompson/January 10, 1983/(Picture)/Old State Capitol/Springfield, Illinois/From Ballou's Pictorial Drawing Room Companion/November 15, 1856/(Cover title)/

Folder, flexible board, 10 1/2" x 5 1/2", single sheet folded once, includes the Bill of Fare of the Presidential Inauguration Ball, 6th of March 1865, G. A. Balzer.

Confectioner, Bill of Fare of the Governor's Inaugural Dinner, 10th of January, 1983, Gaper's Caterers. Printed by Emerson Press, Divernon, Illinois.

FARRAR, FLETCHER, JR.

1983-3

Illinois Times/February 10-16, 1983/Vol. 8, No. 23/Downstate Illinois/Weekly Newspaper/(Illustration of Lincoln obscuring a portion of masthead)/Our annual special Lincoln issue/The legend/of Lincoln/The story that began/when he died/Drawing by David Levine. Reprinted with permission from The New York Review of Books. 1982 Nyrev. Inc./D. Levine 82/(Cover title)/[Copyright 1983 by Illinois Times, Inc. All rights reserved.]

Pamphlet, paper, 14 1/2" x 11 2/8", 35 (1) pp., illus.

NEELY, MARK E., JR.

1983-4

Escape from the Frontier:/Lincoln's Peculiar Relationship/with Indiana/(Cover title)/[1983]

Pamphlet, paper, 7" x 5", (8) pp., illus. Form No. 20497. Published by the Lincoln National Life Insurance Company, Fort Wayne, Indiana 46801.

