



Lincoln Lore

Bulletin of The Lincoln National Life Foundation . . . Dr. R. Gerald McMurtry, Editor
Published each month by The Lincoln National Life Insurance Company, Fort Wayne, Indiana

Number 1514

FORT WAYNE, INDIANA

April, 1964

Lincoln Testimonials

Abraham Lincoln was at times a humorous and somewhat enthusiastic testimonial writer. His literary flair made good advertising copy. However, some manufacturers capitalized on the Lincoln name without the permission of the President. These authorized and unauthorized endorsements are to be found in Lincoln's collected works, manuscripts, files, old newspapers and commercial advertisements.

In 1858 when Dr. Franklin Blades decided to give up the practice of medicine and become a lawyer he requested the use of Lincoln's name on his professional card. The Springfield lawyer, being somewhat perplexed by Blades' change of profession, wrote: "I do not know whether you are Dr. Blades or not. If you are Dr. Blades, you may use my name; if you are not Dr. Blades, if Dr. Blades says you may use my name, you may do so."

The following year Lincoln wrote a most appreciative letter to a Chicago newspaper: "Hereafter is a little draft

to pay for your daily another year from today. I suppose I shall take the *Press & Tribune* so long as it, and I both live, unless I become unable to pay for it. In its devotion to our cause always, and to me personally last year (Lincoln's debates with Douglas) I owe it a debt of gratitude, which I fear I shall never be able to pay."

After Lincoln became a national figure a young poet sent him a recently published volume of poetry with the request that Lincoln express his opinion of the literary quality of the work. The kind-hearted Lincoln is reported to have written: "For people who like that sort of thing, this is about the sort of thing they would like."

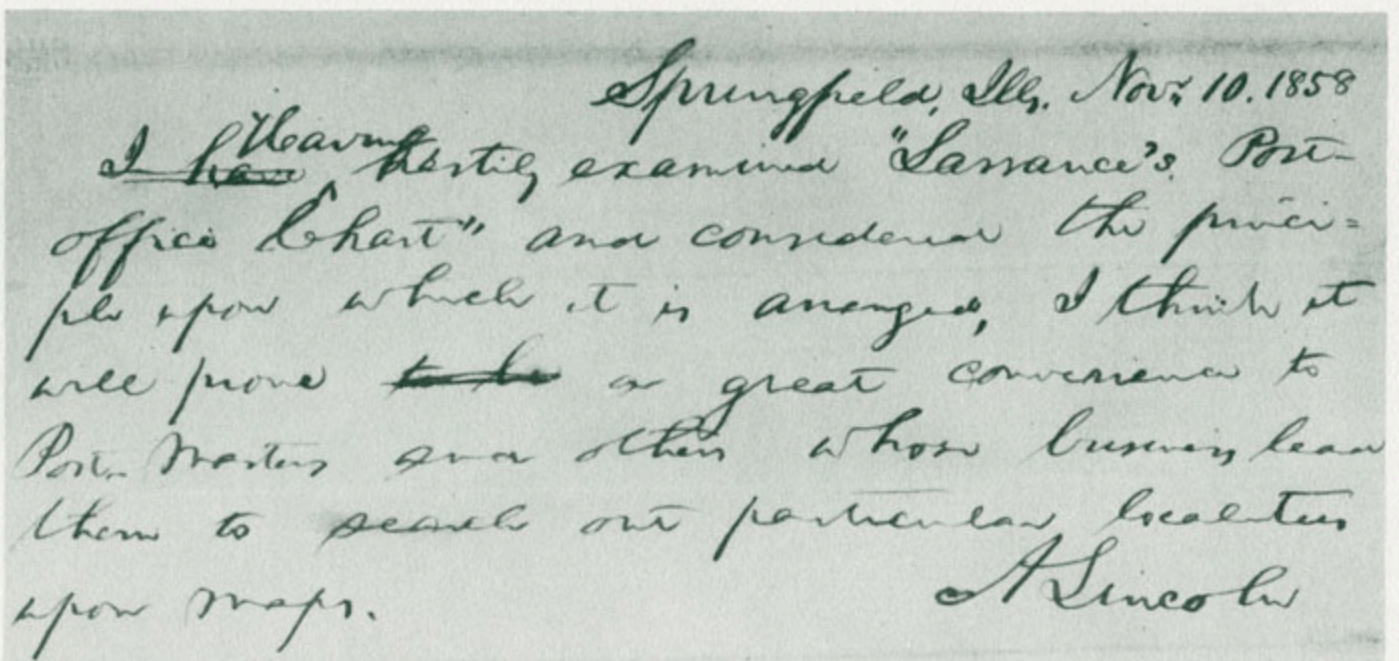
On November 10, 1858, Isaac Lawrence called at Lincoln's office in Springfield, Illinois, and showed him his "Post Office Chart." This chart, in connection with certain maps and diagrams, enabled one to locate a given place instantly. Apparently, Lincoln

liked the device, and Lawrence induced him to write the following testimonial:

"Having hastily examined 'Lawrence's (sic) Post Office Chart' and considered the principle upon which it is arranged, I think it will prove a great convenience to post masters and others whose business lead them to search out particular locations upon maps."

Lincoln was somewhat hesitant about the endorsement of some commercial products. From Springfield, Illinois, on September 28, 1860, he addressed a letter to Professor Daniel P. Gardner as follows: "Some specimens of your soap have been used at our house and Mrs. Lincoln declares it is a superb article. She at the same time, protests that I have never given sufficient attention to the 'soap question' to be a competent judge."

During the presidential campaign of 1860 a model love letter, purporting to be that of Lincoln's, but not incorporating his literary style or mode of



From the King V. Hostick Collection

Photographic copy of Lincoln's endorsement of Lawrence's "Post Office Chart."

W.S. MARCH 2, 1861

PRESIDENT LINCOLN.
PRESIDENT LINCOLN.
PRESIDENT LINCOLN.

DID YOU SEE HIM?
DID YOU SEE HIS MUSTACHE?
DID YOU SEE HIS MUSTACHE?
DID YOU SEE HIS MUSTACHE?

DID YOU SEE HIS WHISKERS?
DID YOU SEE HIS WHISKERS?
DID YOU SEE HIS WHISKERS?

RAISED IN SIX WEEKS BY THE USE OF
BELLINGHAM'S ONGUENT.

SEND FOR A BOX BY RETURN MAIL. PRICE
One Dollar a Box.

HORACE L. HEGEMAN & CO.
DRUGGISTS, 24
24 William Street, New York

DO YOU WANT WHISKERS?
DO YOU WANT A MUSTACHE?
BELLINGHAM'S
CELEBRATED
STIMULATING ONGUENT,
For the Whiskers and Hair.

The subscribers take pleasure in announcing to the citizens of the United States, that they have opened the agency for, and are now enabled to offer to the American public, the above justly celebrated and world renowned article.

THE STIMULATING ONGUENT

is prepared by DR. C. P. BELLINGHAM, an eminent physician of London, and is warranted to bring out a thick set of

WHISKERS OR A MUSTACHE,

in from three to six weeks. This article is the only one of the kind used by the French, and in London and Paris it is universal.

It is a beautiful, economical, soothing, yet stimulating compound, acting as if by magic upon the scalp, causing a beautiful growth of luxuriant hair. If applied to the scalp, it will cure BALDNESS, and cause the growth of new hair. Applied according to the directions, it will turn RED or LOWY HAIR DARK, and restore gray hair to its original color, leaving it soft, smooth, and beautiful. The "ONGUENT" is an indispensable article in every gentleman's toilet, and every one needs it, as they would not for any other reason be without it.

The subscribers are the only agents for the article in the United States, to whom all orders must be addressed.

Price One Dollar a Box - For sale by all Druggists and Dealers, or a box of the "ONGUENT" (contains 1/2 ounce) in a neat tin, will be sent to any who desire it, by mail (checked, or money order) at the price and postage, \$1.15. Apply to our address:

Horace L. Hegeman & Co.,
DRUGGISTS, 24
24 WILLIAM STREET, N. Y.

From the Lincoln National Life Foundation
Bellingham's Stimulating Onguent advertisement, New York *Illustrated News*, March 2, 1861, with the claim that Lincoln raised his beard in six weeks with this product.

expression, was published in "Chesternook's Letter Writer and Complete Book of Etiquette." In the section of this sixty-four page booklet entitled "Love Letters" the novice was admonished against using a repetition of endearing terms and was told to "always compose your love-letters in a style you would not be ashamed to have them fall into the hands of a third party." So for the suitor who wanted to write his first letter (after having paid the girl a visit) a specimen letter attributed to Lincoln but most certainly not his composition and not authorized by him was provided:

"My Dearest Amelia — I cannot refrain from writing you a few lines to-day, though we parted so recently. My thoughts are constantly with you, and your pleasant face and sweet smile seem even now to be before my mind's eye. I do not know that it is much satisfaction to you to be so often reminded of my love and devotion, but it is a pleasure to me to speak my thoughts on the subject, and perhaps I am selfish in this respect. Be that as it may, I am sure my whole soul is with you, and the only anxiety I have is the fear that I may not be enabled to prove myself worthy of your generous confidence. I shall do my best, however, to merit your constant love, waiting and hoping for the happy day when we part no more. (Here you can put in your own talk and gossip, and conclude the letter as follows: . . .)

"With further assurances of my entire devotion, and that you have my whole heart, I remain as ever, my dear girl, your affectionate friend and lover,

Abraham Lincoln"

As if it were not enough to make unauthorized use of the Lincoln name, the compiler took other liberties. A letter purporting to be written by "a matter-of-fact philosopher who soars into the regions of the romantic, and 'piles on the agony' a little, in writing to his lady-love is addressed to "My Bonnie Kate" and signed "Hannibal Hamlin," Lincoln's first vice president.

If Lincoln had ever had an occasion to read these letters, he would have considered them very amusing.

When President-elect Lincoln grew his beard in the fall of 1860, the newspaper reporters and advertisers were quick to call attention to his "New facial appointments." The *New York Illustrated News* of Saturday, March 2, 1861, announced on its front page that the newly elected president had grown a beard: "Our good president elect 'Honest Old Abe,' sets us a brave example in this respect, which all gentlemen, beardless from principle hitherto, will do well to adopt. 'Honest Abe' has cultivated his whiskers, and looks as big and handsome now as the best and greatest of his contemporaries . . . and we hope all patriotic ladies will fall in love with him."

One enterprising firm took advantage of this news story by inserting in this same newspaper a timely but fictitious advertisement (See illustration.) concerning Lincoln's use of a whisker growing concoction. Under a wood cut of a handsomely bearded gentleman was an advertisement stating that Lincoln had raised his mustache and whiskers in six weeks by the use of Bellingham's Stimulating Onguent.

The Horace L. Hegeman Company of New York City, the manufacturer of Bellingham's Stimulating Onguent also ran the following full column ad-

Springfield, Ill., Sep. 25, 1860

Professor Gardner
Dear Sir:

Some specimens of your Soap have been used at our house and Mrs. L. declares, it is a superb article — She at the same time, writes that I have never given sufficient attention to the 'soap question' to be a competent judge

Yours truly,
A. Lincoln

From the Illinois State Historical Library

Lincoln's Letter to Professor Gardner relative to the "soap" question.



From the Lincoln National Life Foundation

Original advertisement believed to have been published in the *New York Times*.

Advertisement in the *New York Herald*
on March 3, 1861: (Condensed version)

The Union Safe!
Noble Example of Old Abe!

Mr. Lincoln
Going Through
a
Course of Sprouts!

Magical Effect
of
A Young Lady's Remark
Beards and Whiskers
on The Rise
and
Beauty In The Ascendant

That Young Lady of Ten
(In Chicago)
Who Told Mr. Lincoln
"Fetch out your Beard
and Whiskers"
Gave Him Good Advice

For the Union
of
Beauty with Manhood

And when Mr. Lincoln purchased
a Box
of
Dr. Bellingham's
Infallibly Stimulating Onguent
The Results
Told To The World
This Great Truth
That
Bellingham's Stimulating Onguent
is
The Most Efficacious
and
The Most Pleasing and Healthy
Article of the Kind,
Compounded Upon
Physiological Principles
And Sold For
Only One Dollar A Box

Let All Our Young Men
Be Up and Doing

Mr. Lincoln's Brilliant Example
Shows That
None But the Brave (Bearded)
Deserve The Fair

No Excuse Now
For

A Bald Head or a Bare Face
When

A Really Scientific Article
Is Placed

Within The Reach
of

All Classes of People
But

Particularly Those
Who Desire

Shaksperean Beards,
Captivating Whiskers,

Lovely Mustaches,
Beautiful Imperials,

or

A Fine Head of Hair

No Mistake

At 24 William Street
Corner of Exchange Place
New York

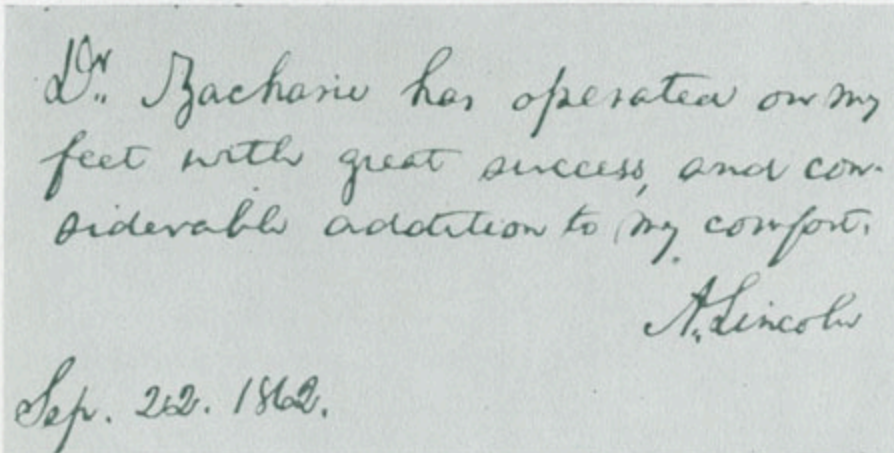
Horace L. Hegeman & Co.
Druggist & C. New York

Druggists, & C.
No. 24 William Street,
Corner of Exchange Place
New York

Without hesitation or remuneration Mrs. Lincoln endorsed a "Highly Scented American Tooth Powder." From the White House on April 22, 1862, she wrote Amos Johnson: "Sir — The case containing your Far-Famed Tooth-powder has been received, and I cheerfully testify to its superiority to all others I have used, in thoroughly cleansing the mouth, purifying the breath, and whitening the teeth."

President Lincoln appears to have had great regard for those who brought comfort to his feet. On September 22, 1862 Lincoln enthusiastically wrote, "Dr. Zacharie has operated on my feet with great success, and considerable addition to my comfort." This testimonial, along with those of Lincoln's Cabinet members, was so widely publicized by Zacharie that it provoked a humorous article in the *New York Herald* of October 3, 1862: "It is a true but trite maxim that great events are determined by insignificant causes. The fact may be a singular one; but from evidence before us we are inclined to believe that many of the haps and mishaps of the nation, during the war, may be traced to a matter no greater than the corns and bunions which have afflicted the feet of our leaders. . . ." The newspaper writer further pointed out that "The president has been greatly blamed for not resisting the demands of the radicals; but how could the president put his foot down firmly when he was troubled with corns?"

From the tone of Lincoln's letter,



From the Lincoln National Life Foundation

Lincoln's recommendation of chiropodist Zacharie.

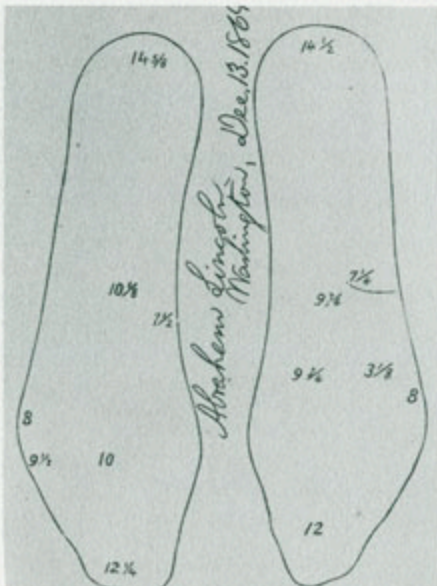
Let this man come
right in.
Dec. 12, 1864
A. Lincoln

From the Lincoln National Life Foundation

Original order given by Mr. Lincoln for the admission of Dr. Peter Kahler to the White House.

the President highly endorsed Dr. Peter Kahler's shoes. On December 12, 1864 Lincoln wrote, "Let this man come right in." Kahler, a chiropodist as well as a shoe manufacturer, made a drawing of Lincoln's feet, from which shoes made upon the Kahler last were manufactured to Lincoln's measurements. Needless to state, Kahler was not adverse to the use of Lincoln's letter as an endorsement of his shoes, and visitors to his New York establishment were shown the President's order of admission and the drawing of the President's feet.

The tobacco industry also made good use of the Lincoln name. While smoking and chewing tobacco manufacturers have found the name to have considerable commercial value, the cigar makers found the name most suitable for their product. About a score of manufacturers using Lincoln's portrait have named their cigars, "Old Abe," "Abraham Lincoln," "Two Leaders," (Washington and Lincoln) "Lincoln," "Country Lawyer," "Uncle Abe," "Reputation," "A. Lincoln," "American Salute,"



From the Lincoln National Life Foundation

Drawing of Mr. Lincoln's feet made from life by Dr. Peter Kahler.

"Railsplitter," "President," "First American," "Honest Old Abe," and "Reconciler."

While Lincoln did not use tobacco in any form, it was the manufacturers of the cigar, "Reconciler," that published the inevitable portrait of Lincoln enjoying a good cigar — a "Reconciler."

Today the Lincoln name is widely used to designate Lincoln schools, colleges and universities, Lincoln shops, banks and insurance companies, Lincoln hotels and dry cleaning establishments, Lincoln automobiles and manufactured products, Lincoln towns, cities, counties, streets, mountains and ships.

A condensed version of this article entitled, "When Abe Lincoln Sold Soap," by the editor, appeared in the February 10, 1963 issue of *Parade*.

Lincoln's Beard

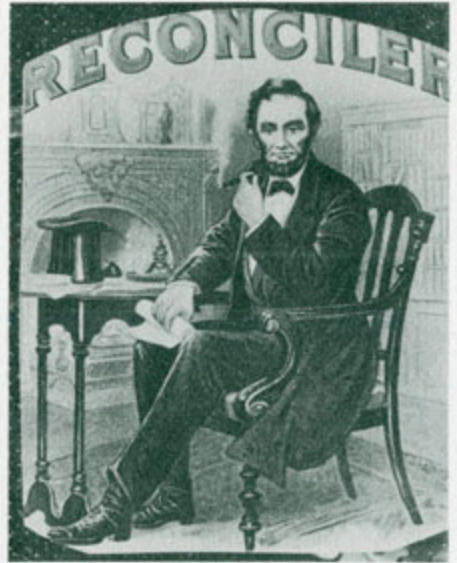
It was *The New York Illustrated News*, dated March 2, 1861, that made what appears to be the official announcement of Lincoln's beard:

"Now that kings, statesmen, and even handsome priests, whilst preaching of heavenly glories in general, and of their own glories in particular, have adopted the patriarchal fashion of beards and whiskers, as their highest and manliest adornment, there is no wonder that ambitious Americans — desirous of emulating such distinguished company — should cultivate their 'mustaches' and 'whisker-onders'.

"Our good President-elect, 'Honest Old Abe,' sets us a brave example in this respect, which all gentlemen, beardless from principle hitherto, would do well to adopt. 'Honest Abe' has cultivated his whiskers, and looks as big and handsome now as the best and greatest of his contemporaries. We have the honor of presenting our readers with the first portrait of him taken with his new facial appointments and we hope all patriotic ladies will fall in love with him."

This same newspaper ran a second article entitled, "Hirsute Luxuriance:"

"Everyone is talking about the newly-grown whiskers of President



From the Lincoln National Life Foundation

Cigar box top portrait of Lincoln smoking a "Reconciler" cigar.

Lincoln. It has become the topic of the day. A few weeks ago Mr. Lincoln's cheeks and chin were innocent of anything approaching (a) beard, and looked as though it was impossible to produce on them the noble hirsute appendages of manhood. A young lady in Buffalo (Westfield), who transferred his portrait to her scrapbook accidentally discovered that her political hero presented a much more dignified appearance when whiskers were penciled on his visage; so she wrote him to that effect. He at once, like a sensible man, took the hint, and as time was precious, he resolved to ascertain what hair-producing preparation there was in existence which he could most confidently call on. Accordingly he obtained a large box of a 'Stimulating Onguent' known as Bellingham's. With this extraordinary paste he soon started the manly adornment which is at present the theme of all classes of society. By adopting this plan Mr. Lincoln has in a few weeks so changed his countenance that all portraits which have been treasured up as representing him have to be discarded as not any longer likenesses. Mr. Lincoln in doing this is wisely imitating the taste and the practice of all the truly great men of his era. We are as a people very properly returning to the custom of the ancients — to the example of the Apostles and their Gracious Guide — to the fashions of men in the first and innocent ages, as well as to their boast in what are styled heroic periods. See advertisement on the outside page."

Editor's Note: The editor regrets the error on page 4 of *Lincoln Lore*, Number 1513, March, 1964, indicating Chicago, Illinois, as the location of Brady's Studio, rather than Washington, D. C.