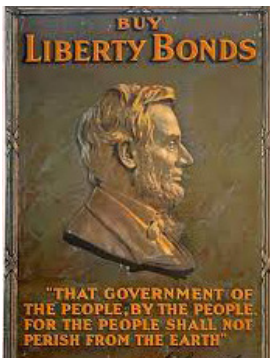




Just a few days prior to his 55th birthday in February, 1864, Lincoln visited Anthony Berger at the Mathew Brady studio in Washington, DC. The session resulted in some of the most recognizable photographs ever taken of Lincoln, including this profile portrait that was selected for use during the celebrations of his centennial in 1909. Commissioned by the Roosevelt administration, sculptor Victor Brenner created a bas relief plaque of the image, which was then used on medals and the then-new penny, where it has remained ever since. The striking image and Lincoln's legacy contributed to its use in a variety of mediums, including fundraising during World War I.



American Lithographic Company

Buy Liberty Bonds, 1917 circa

Lithograph

2016.077.001, WLMA Purchase

Lincoln's image has been used to support numerous marketing campaigns in the more than a century since his death. Here, the US Government enlisted his likeness to support the purchase of Liberty Bonds during World War I.

