

LASSCO

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AN AMERICAN "WORK INCENTIVE" POSTER: "LET'S CLEAR THE AIR"

By Willard Frederick Elmes for Mather & Company of Chicago, 1929

The polychromatic lithograph of a rainbow in a landscape, bearing the printer's details, framed,

DIMENSIONS: 115cm (45^{3/4}") High, 94.5cm (37^{1/4}") Wide

STOCK CODE: 40477

HISTORY

So typical of their day in prohibition America, Mather & Co. of Chicago produced these didactic posters intended to guide and inspire the factory and office worker as he went about his daily routine. These posters are highly collectable and command significant prices when they appear at auction. LASSCO is glad to have acquired a collection comprising a good cross section of the design produced including a number by Willard Frederic Elmes.