

LASSCO

www.lassco.co.uk



THREE PIGEONS

LASSCO Three Pigeons
Milton Common,
Oxfordshire OX9 2JN
+44 (0)1844 277188
3pigeons@lassco.co.uk

BRUNSWICK HOUSE
30 Wandsworth Road,
London SW8 2LG
+44 (0) 20 7394 2100
brunswick@lassco.co.uk

AN AMERICAN "WORK INCENTIVE" POSTER: "NEXT MONDAY"

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

The polychromatic lithograph of a trumpeting herald on horseback, bearing the artist's name and printer's details, framed,

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

STOCK CODE: 40471

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 of them comprising a good cross section of the designs produced including a number by Willard Frederic Elmes.