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# 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<sup>1/4</sup>") High, 94.5cm (37<sup>1/4</sup>") Wide

STOCK CODE: 40471

LOCATION: LASSCO Three Pigeons

## 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.