

# LASSCO

[www.lassco.co.uk](http://www.lassco.co.uk)

## THREE PIGEONS

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

## BRUNSWICK HOUSE

30 Wandsworth Road,  
London SW8 2LG  
+44 (0) 20 7394 2100  
[brunswick@lassco.co.uk](mailto:brunswick@lassco.co.uk)



# AN AMERICAN "WORK INCENTIVE" POSTER: "WATCH YOUR STEP!"

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

The polychromatic lithograph of a lion tamer in a scarlet tunic, bearing the artist's name and printer's details, framed,

DIMENSIONS: 115cm (45<sup>3/4</sup>" ) High, 94.5cm (37<sup>1/4</sup>" ) Wide

STOCK CODE: 40474

## 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.