



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Mr. and Mrs. F.F.
Randolph Poster Collection

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by Craig A. Orr

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Collection Overview

Repository:	Archives Center, National Museum of American History
Creators:	Howard (C.J.), Inc. Mather and Company. Nichols (T.G.) Company, Inc. Parker Holladay Company (Chicago). Parker-Holladay Company, Ltd. (England). Randolph, F.F. Roach-Fowler Company. Rockwell, Norman, 1894-1978
Title:	Mr. and Mrs. F.F. Randolph Poster Collection
Dates:	1923-1950s
Quantity:	186 items, 1 box, 7 oversize folders
Language:	Collection is in English.

Administrative Information

Acquisition Information

Donated by Mr. and Mrs. F.F. Randolph to the Archives Center in 2005.

Related Material

Four posters by Norman Rockwell, the "Four Freedoms" series, transferred from this accession to the Division of Political History.

Processing Information

Collection processed by Craig Orr, January 2005.

Preferred Citation

Mr. and Mrs. F.F. Randolph Poster Collection, 1923-1950s, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research.

Ownership & Literary Rights

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Biographical Note

F.F. Randolph was a New York businessman and collector of posters.

Scope and Content Note

Posters on a variety of subjects including hygiene, civics and citizenship, but the vast majority exhort employees to practice good work habits.

Arrangement

The collection is arranged into seven series.

Series 1: C.J. Howard, Inc., Poster Sales Letters, 1927

Series 2: Mather and Company Employee Motivation Posters, 1923 and 1926

Series 3: T.G. Nichols Company, Inc., Civics Posters, 1932-1936

Series 4: Parker Holladay Company (Chicago), "Bill Jones" Employee Motivation Posters, 1927-1928

Series 5: Parker-Holladay Company, Ltd., [England], "Bill Jones" Employee Motivation Posters, 1927-1928

Series 6: Roach-Fowler Company "The Hope of a Nation" Posters, 1929

Series 7: Miscellaneous Posters, 1950s

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Citizenship
- Civics--Study and teaching
- Employee motivation
- Hygiene
- Industrial relations

Types of Materials:

- Posters--20th century

Container Listing

Series 1: C. J. Howard, Inc. (Chicago) Poster Sales Letters, 1927

Box 1, Folder 1	1, Poster Sales Letters, 1927 Image(s): 1, Poster Sales Letters , 1927
Box 1, Folder 1	2, The 5000-Year Scowl, 1927 Image(s)
Box 1, Folder 1	3, The Sky's the Limit!, 1927 Image(s): 3, The Sky's the Limit! , 1927
Box 1, Folder 1	4, One Stroke Ahead, 1927 Image(s): 4, One Stroke Ahead , 1927
Box 1, Folder 1	5, They Turn Toward the Sun, 1927 Image(s): 5, They Turn Toward the Sun , 1927
Box 1, Folder 1	6, Trail Blazers, 1927 Image(s): 6, Trail Blazers , 1927
Box 1, Folder 1	8, "The Water's Fine!", 1927 Image(s): 8, "The Water's Fine!" , 1927
Box 1, Folder 1	9, Up There To Hit, 1927 Image(s): 9, Up There To Hit , 1927
Box 1, Folder 1	10, Round Up Your Thoughts, 1927 Image(s): 10, Round Up Your Thoughts , 1927
Box 1, Folder 1	11, "Ice Ahead!", 1927 Image(s): 11, "Ice Ahead!" , 1927
Box 1, Folder 1	13, You Shoot Where You Aim, 1927 Image(s): 13, You Shoot Where You Aim , 1927
Box 1, Folder 1	14, With Others Is For Yourself, 1927 Image(s): 14, With Others Is For Yourself , 1927
Box 1, Folder 1	16, Into the Port of Promise, 1927 Image(s): 16, Into the Port of Promise , 1927
Box 1, Folder 1	17, Higher Every Minute, 1927 Image(s): 17, Higher Every Minute , 1927
Box 1, Folder 2	18 Seeking the Better Route, 1927 Image(s): 18 Seeking the Better Route , 1927
Box 1, Folder 2	19 "That Reminds Me", 1927 Image(s): 19 "That Reminds Me" , 1927
Box 1, Folder 2	20, Your Best Customer, 1927

	Image(s): 20, Your Best Customer , 1927
Box 1, Folder 2	21, Masters of Worry Win, 1927 Image(s): 21, Masters of Worry Win , 1927
Box 1, Folder 2	22, Words Won't Score, 1927 Image(s): 22, Words Won't Score , 1927
Box 1, Folder 2	24, Landmarks on the Trail, 1927 Image(s): 24, Landmarks on the Trail , 1927
Box 1, Folder 2	25, From Start to Finish, 1927 Image(s): 25, From Start to Finish , 1927
Box 1, Folder 2	26, No One Knows It All, 1927 Image(s): 26, No One Knows It All , 1927
Box 1, Folder 2	27, Boomerangs, 1927 Image(s): 27, Boomerangs , 1927
Box 1, Folder 2	28, Improve Your Own Score, 1927 Image(s): 28, Improve Your Own Score , 1927
Box 1, Folder 2	29, "Old Faithful", 1927 Image(s): 29, "Old Faithful" , 1927
Box 1, Folder 2	30, A Total Loss, 1927 Image(s): 30, A Total Loss , 1927
Box 1, Folder 2	31, Only You Can Stop You, 1927 Image(s): 31, Only You Can Stop You , 1927
Box 1, Folder 2	32, The Last Stroke Counts, 1927 Image(s)
Box 1, Folder 3	33 A Clean Pair of Heels, 1927 Image(s): 33 A Clean Pair of Heels , 1927
Box 1, Folder 3	34, "Ride Him, Cowboy!", 1927 Image(s): 34, "Ride Him, Cowboy!" , 1927
Box 1, Folder 3	35, Lagging Never Leads, 1927 Image(s): 35, Lagging Never Leads , 1927
Box 1, Folder 3	36, The Public Awards Prizes, 1927 Image(s): 36, The Public Awards Prizes , 1927
Box 1, Folder 3	37, Groundlings Never Soar, 1927 Image(s): 37, Groundlings Never Soar , 1927
Box 1, Folder 3	38, A Wild Goose Chase, 1927 Image(s): 38, A Wild Goose Chase , 1927
Box 1, Folder 3	39, Excess Baggage, 1927 Image(s): 39, Excess Baggage , 1927
Box 1, Folder 3	40, Out of Control, 1927

Image(s): 40, Out of Control , 1927

Box 1, Folder 3 41, Buck Passers Cheat Themselves, 1927
Image(s): 41, Buck Passers Cheat Themselves , 1927

Box 1, Folder 3 42, Shipshape!, 1927
Image(s): 42, Shipshape! , 1927

Box 1, Folder 3 43, Full Speed Ahead!, 1927
Image(s): 43, Full Speed Ahead! , 1927

Box 1, Folder 3 44, Tangle-Footed, 1927
Image(s): 44, Tangle-Footed , 1927

Box 1, Folder 4 50, Leaks Sink Ships, 1927
Image(s): 50, Leaks Sink Ships , 1927

Box 1, Folder 3 45, Always in the Running, 1927
Image(s): 45, Always in the Running , 1927

Box 1, Folder 3 46, Builders Wanted!, 1927
Image(s): 46, Builders Wanted! , 1927

Box 1, Folder 4 47, Swift and Sure, 1927
Image(s): 47, Swift and Sure , 1927

Box 1, Folder 4 48, Let's Be Sure, 1927
Image(s): 48, Let's Be Sure , 1927

Box 1, Folder 4 49, Out to Win, 1927
Image(s): 49, Out to Win , 1927

Box 1, Folder 4 51, Left At the Dock, 1927
Image(s): 51, Left At the Dock , 1927

Box 1, Folder 4 52, A Jump Ahead, 1927
Image(s): 52, A Jump Ahead , 1927

Box 1, Folder 4 53, The Joy of Living, 1927
Image(s): 53, The Joy of Living , 1927

Box 1, Folder 4 54, Why Repeat It?, 1927
Image(s): 54, Why Repeat It? , 1927

Box 1, Folder 4 55, A Leader of Men, 1927
Image(s): 55, A Leader of Men , 1927

Box 1, Folder 4 56, Mother's Day, 1927
Image(s): 56, Mother's Day , 1927

Box 1, Folder 4 57, Thanksgiving Day, 1927
Image(s): 57, Thanksgiving Day , 1927

Box 1, Folder 4 58, Our Nation's Birthday, 1927
Image(s): 58, Our Nation's Birthday , 1927

Box 1, Folder 4 59, Merry Christmas, 1927

[Image\(s\): 59, Merry Christmas , 1927](#)

Box 1, Folder 4

60, Happy New Year!, 1927

[Image\(s\): 60, Happy New Year! , 1927](#)

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Series 2: Mather & Company -- Employee Motivation Posters, 1923, 1926

Map-folder 4	1, Everybody Wants Improved Quality, 1923
Map-folder 4	2, Square Treatment For All, 1923
Map-folder 4	3, That Person's Work Is Dependable, 1923
Map-folder 4	4, There's A Man Doing Nothing, 1923
Map-folder 4	5, Who Pays For Wasted Materials?, 1923
Map-folder 4	6, Who Wants A Soft Job?, 1923
Map-folder 5	16, Let's Learn To Listen, 1926
Map-folder 5	17, Let's Play To Win, 1926
Map-folder 5	3, Say It With Results, 1926
Map-folder 5	4, Keen For The Trail, 1926
Map-folder 6	1, Hot Heads Never Do Cool Thinking, 1926
Map-folder 6	2, Drifters Never Harvest
Map-folder 6	3, They Make The Grade, 1926
Map-folder 6	4, Let's Get It Right, 1926
Map-folder 6	5, Let's Come To The Point, 1926
Map-folder 7	1, A Hit Or A Miss, 1926
Map-folder 7	2, Why Rob Yourself, 1926
Map-folder 7	3, The Higher The Better, 1926
Map-folder 7	4, Overloaded, 1926
Map-folder 7	5, 365 Days, 1926
Map-folder 7	6, Fair Good Better Best, 1926

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Series 3: T. G. Nichols Company, Inc., Civics Posters, 1932-1936

Subseries 3.1: "Character-Culture-Citizenship" Guides, 1932-1936

- Box 1, Folder 8 7, Keep Well, by Elise Reid Boylston. October, 1932
- Box 1, Folder 8 12, Read Good Books, by Elise Reid Boylston. November, 1932
- Box 1, Folder 9 1, Be Prompt to Class. September, 1936
- Box 1, Folder 9 2, Courage, by George J. Keller, Bloomsburg, PA. September, 1936
- Box 1, Folder 9 13, This or This or This?, by Bess Eleanor Foster. December, 1936
- Box 1, Folder 9 18, Play Outdoors, by Grace M. Baker. January, 1936
[Image\(s\): 18, Play Outdoors, by Grace M. Baker. January , 1936](#)
- Box 1, Folder 9 25, Nature Says Wash. March, 1936
[Image\(s\): 25, Nature Says Wash. March , 1936](#)
- Box 1, Folder 9 26, Keep [hat] and [shoes] Clean, by Bess Eleanor Foster. March, 1936
[Image\(s\): 26, Keep \[hat\] and \[shoes\] Clean, by Bess Eleanor Foster. March , 1936](#)
- Box 1, Folder 9 28, Bathe for Clean-ness, by Bess Eleanor Foster. March 3, 1936
[Image\(s\)](#)
- Box 1, Folder 9 35, I have a little tooth brush.... May, 1936
[Image\(s\): 35, I have a little tooth brush.... May , 1936](#)
- Box 1, Folder 10 6, Columbus Gave Our World its Grandest Lesson: "On, Sail On And On!"
by Sister M. Irene, S.S.N.D., Holy Redeemer School, Madison, Wis. October,
undated
[Image\(s\): 6, Columbus Gave Our World its Grandest Lesson: "On, Sail On
And On!" by Sister M. Irene, S.S.N.D., Holy Redeemer School, Madison, Wis.
October , undated](#)
- Box 1, Folder 10 15, White Clouds, white clouds, up so high.... December, undated
[Image\(s\): 15, White Clouds, white clouds, up so high.... December , undated](#)
- Box 1, Folder 10 17, Bank Tomorrow. January, undated
[Image\(s\): 17, Bank Tomorrow. January , undated](#)
- Box 1, Folder 10 27, Smile, by Elise Reid Boylston, Atlanta. March, undated
[Image\(s\): 27, Smile, by Elise Reid Boylston, Atlanta. March , undated](#)
- Box 1, Folder 10 29, Easter, by Jessie Lee Bailey, Morgantown, W VA. April, undated
[Image\(s\): 29, Easter, by Jessie Lee Bailey, Morgantown, W VA. April ,
undated](#)
- Box 1, Folder 10 31, Keep Your City Clean, by H. M. Cantrall, Springfield, IL. April, undated
[Image\(s\): 31, Keep Your City Clean, by H. M. Cantrall, Springfield, IL. April ,
undated](#)
- Box 1, Folder 10 34, Honor Thy Father And Thy Mother. May, undated

[Image\(s\): 34, Honor Thy Father And Thy Mother. May , undated](#)

Box 1, Folder 11 23, The Stairway of Life Begins at the Doors of Our Home, by Donn P. Crane. (Creative Units, p. 106; My Story Book, Vol. 2, p. 249.) February, undated
[Image\(s\): 23, The Stairway of Life Begins at the Doors of Our Home, by Donn P. Crane. \(Creative Units, p. 106; My Story Book, Vol. 2, p. 249.\) February , undated](#)

Box 1, Folder 11 30, Protect the Birds, by Elise Reid Boylston, Atlanta. (Creative Units, p. 141; Favored Birds and Flowers.) April
[Image\(s\)](#)

Subseries 3.2: Visual Aid

Box 1, Folder 11 12, We Thank Thee, by Lucille Morgan Ison. (Creative Units, p. 64; My Story Book, p. 203; Social Studies, pp. 303-318.) November N
[Image\(s\)](#)

Box 1, Folder 11 The Lord's Prayer, by Milo Winter. (Creative Units, p. 14; My Story Book, pp. 32, 63, 92, 104, 385.), undated
[Image\(s\)](#)

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Series 4: Parker-Holladay Company [Chicago] – “Bill Jones” Employee Motivation Posters, 1927-1928

- Box 1, Folder 5 7, Thought is essential to business development, 1927
[Image\(s\): 7, Thought is essential to business development , 1927](#)
- Box 1, Folder 5 10, Be bigger than the situation, 1927
[Image\(s\): 10, Be bigger than the situation , 1927](#)
- Box 1, Folder 5 12, Stalls – Can you “handle” them or are you “buying” them?, 1927
[Image\(s\): 12, Stalls – Can you “handle” them or are you “buying” them? , 1927](#)
- Box 1, Folder 5 16, A big man is only human after all, 1927
[Image\(s\): 16, A big man is only human after all , 1927](#)
- Box 1, Folder 5 24, Where shall I work today? [2 copies], 1927
[Image\(s\): 24, Where shall I work today? \[2 copies\] , 1927](#)
- Box 1, Folder 5 25, Prospects will not bite, pinch, kick you or take your money, 1927
[Image\(s\): 25, Prospects will not bite, pinch, kick you or take your money , 1927](#)
- Box 1, Folder 5 26, Keeping at it everlastingly, 1927
[Image\(s\)](#)
- Box 1, Folder 5 28, Loose statements – are hard to live up to – and harder to live down [2
copies], 1927
[Image\(s\): 28, Loose statements – are hard to live up to – and harder to live
down \[2 copies\] , 1927](#)
- Box 1, Folder 5 31, Expose yourself to business [2 copies], 1927
[Image\(s\): 31, Expose yourself to business \[2 copies\] , 1927](#)
- Box 1, Folder 5 35, Visualize every prospect buying, 1927
[Image\(s\): 35, Visualize every prospect buying , 1927](#)
- Box 1, Folder 5 37, Piratical methods are obsolete, 1927
[Image\(s\): 37, Piratical methods are obsolete , 1927](#)
- Box 1, Folder 5 44, Tough luck is not recognized by real men, 1927
[Image\(s\): 44, Tough luck is not recognized by real men , 1927](#)
- Box 1, Folder 5 45, Forced sales breed cancellations, 1927
[Image\(s\): 45, Forced sales breed cancellations , 1927](#)
- Box 1, Folder 5 49, Are you proud of your record?, 1927
[Image\(s\): 49, Are you proud of your record? , 1927](#)
- Box 1, Folder 5 51, Go-Getters mix leg power – with brain power, 1927
[Image\(s\): 51, Go-Getters mix leg power – with brain power , 1927](#)
- Box 1, Folder 6 1, Hello Ol’timer -- Bill Jones is my name, 1928
[Image\(s\): 1, Hello Ol’timer -- Bill Jones is my name , 1927](#)
- Box 1, Folder 6 2, Friendly Contact Avoids Conflict, 1928
[Image\(s\): 2, Friendly Contact Avoids Conflict , 1927](#)

- Box 1, Folder 6 3, Marshal the Facts, 1928
[Image\(s\): 3, Marshal the Facts , 1927](#)
- Box 1, Folder 6 4, Clothes may not make the man – But they go a long way toward a favorable first impression, 1928
[Image\(s\): 4, Clothes may not make the man – But they go a long way toward a favorable first impression , 1927](#)
- Box 1, Folder 6 9, Boomerangs hit back – Guard Against Them, 1928
[Image\(s\): 9, Boomerangs hit back – Guard Against Them , 1927](#)
- Box 1, Folder 6 10, Success in Selling is the ability to stand the gaff, 1928
[Image\(s\): 10, Success in Selling is the ability to stand the gaff , 1927](#)
- Box 1, Folder 6 12, Planned Work Puts you ahead, 1928
[Image\(s\): 12, Planned Work Puts you ahead , 1927](#)
- Box 1, Folder 6 13, Sure to Lose – Tact takes the “less” out of tactless, 1928
[Image\(s\): 13, Sure to Lose – Tact takes the “less” out of tactless , 1927](#)
- Box 1, Folder 6 14, It takes sand to make the grade, 1928
[Image\(s\): 14, It takes sand to make the grade , 1927](#)
- Box 1, Folder 6 16, Sales Plans are based on proven experiences, 1928
[Image\(s\): 16, Sales Plans are based on proven experiences , 1927](#)
- Box 1, Folder 6 20, The Law of Averages Protects the Man who Exposes Himself to Business, 1928
[Image\(s\): 20, The Law of Averages Protects the Man who Exposes Himself to Business , 1927](#)
- Box 1, Folder 6 22, Headliners are not sideliners, 1928
[Image\(s\): 22, Headliners are not sideliners , 1927](#)
- Box 1, Folder 6 24, Be Prepared – It’s the difference between winning and losing!, 1928
[Image\(s\): 24, Be Prepared – It’s the difference between winning and losing! , 1927](#)
- Box 1, Folder 7 26, Fear stands in the way of accomplishment, 1928
- Box 1, Folder 7 31, Beat this handicap, 1928
- Box 1, Folder 7 33, Viewing troubles the Better Way, 1928
- Box 1, Folder 7 34, Wisdom is the art of being a good listener, 1928
- Box 1, Folder 7 36, High spotting is a sure way to lose out, 1928
- Box 1, Folder 7 37, Pace makers take no one’s dust, 1928
- Box 1, Folder 7 38, Self confidence Gets the Business, 1928
- Box 1, Folder 7 40, It’s not the hours you put in – but what you put in the hours that counts, 1928
- Box 1, Folder 7 47, To-day is the tomorrow you talked about yesterday, 1928

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|-----------------|--|
| Box 1, Folder 7 | 48, Bad habits prevent good records, 1928 |
| Box 1, Folder 7 | 50, Sales Resistance Steps aside for the man who shows profits, 1928 |
| Box 1, Folder 7 | 51, Birds of a feather, 1928 |
| Box 1, Folder 7 | 52, Throwing mud is a poor way to fight competition, 1928 |

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Series 5: Parker-Holladay Company, Ltd. [England], – “Bill Jones” Employee Motivation Posters, 1927-1928

Map-folder 1	1, Courtesy Irons Out The Rough Spots, 1927
Map-folder 1	2, That’s Not My Job, 1927
Map-folder 1	3, Learning The Ropes, 1927
Map-folder 1	4, The Man Who Really Knows His Job Never Needs To Brag About It, 1927
Map-folder 2	1, Fellow Workers, 1928
Map-folder 2	2, False Rumours, 1928
Map-folder 2	3, A Match May Be Down But Not Out, 1928
Map-folder 2	4, Would You Give Your Work Your Stamp Of Approval, 1928
Map-folder 2	5, The Parade Of The Wooden Soldiers, 1928
Map-folder 2	6, Beware Of Dismal Jimmy, 1928
Map-folder 3	1, Takes More Than Chattering To Get Things Done, 1928
Map-folder 3	2, Three Ts That Need Holding, 1928
Map-folder 3	3, Working Together, 1928
Map-folder 3	4, Holding Back! Holds You Back, 1928
Map-folder 3	5, Scrapheaps – Needless Tax On Wages Sales & Profits, 1928
Map-folder 3	6, Good Money Deserves Good Measure, 1928
Map-folder 3	7, Be Prepared – Plan Then DO, 1928

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Series 6: Roach-Fowler Company "The Hope of A Nation" Posters, 1929

Box 1, Folder 12	1, Of course we must have a plan. [Industry] (September), 1929
Box 1, Folder 12	3, What will your job be – Make it a big job. [Ambition] (September), 1929
Box 1, Folder 12	4, Little Tommy Two-Much. [Temperance] (September), 1929
Box 1, Folder 12	5, Judgment wins in all games. [Judgment] (October), 1929
Box 1, Folder 12	7, Here are the laws of health. [Health] (October), 1929
Box 1, Folder 12	8, Are you going through life blindfolded. [Observation] (October), 1929
Box 1, Folder 12	9, He mastered himself first. [Leadership] (November), 1929
Box 1, Folder 12	12, We have 1000 Blessings The Pilgrims... [Gratitude] (November), 1929
Box 1, Folder 12	14, Kindness. [Kindness] (December), 1929
Box 1, Folder 12	16, Christmas Season of Good. [Good Will] (December), 1929
Box 1, Folder 12	17, January 1st. [Will Power] (January), 1929
Box 1, Folder 12	18, Robinson Crusoe. [Resourcefulness] (January), 1929
Box 1, Folder 12	19, Real Thrift. [Thrift] (January), 1929
Box 1, Folder 12	20, Companionship. [Companionship] (January), 1929
Box 1, Folder 12	21, All in Step...teamwork. [Team Work] (February), 1929
Box 1, Folder 12	22, Yes Honesty Only Policy [Honesty] (February), 1929
Box 1, Folder 12	24, People...overwork slang [Better Speech] (February), 1929
Box 1, Folder 12	25, Control to Airplane [Self Control] (March), 1929
Box 1, Folder 12	29, Try to get 'em. [Loyalty] (April), 1929
Box 1, Folder 12	30, All Things Bright & Beautiful. [Reverence] (April), 1929
Box 1, Folder 12	31, It sometimes takes more courage to do RIGHT than to slay dragons [Courage] (April), 1929
Box 1, Folder 12	32, Smiles & Flowers [Cheerfulness] (April), 1929
Box 1, Folder 12	35, Carnation for Mother on Mother's Day [Filial Love] (May), 1929
Box 1, Folder 12	36 World so full of a number of things – all as Happy as Kings [Appreciation] (May), 1929
Box 1, Folder 12	37 Paint varnish soap & water make a clean home [Home Influence] (June) 38 Think problem out yourself. [Self Reliance] (June) 39 Play – and get Mom & Dad. [Play] (June) 40 Good Habits [Habit] (June), 1929
Box 1, Folder 12	38 Think problem out yourself. [Self Reliance] (June), 1929

Box 1, Folder 12	39 Play – and get Mom & Dad. [Play] (June), 1929
Box 1, Folder 12	40 Good Habits [Habit] (June), 1929
Box 1, Folder 13	Empty frame used to display posters, undated

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Series 7: Miscellaneous Posters, circa 1950s

Map-folder 7

Santé-Sobriété, by Paul Colin. Paris: A. Karcher, circa 1950s

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