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Descriptive Summary

Identifier               ICU.SPCL.CHROSENFELD
Title                   Rosenfeld, Charles H. Papers
Date                    1906-1968
Size                    26 linear feet (35 boxes)
Repository              Special Collections Research Center
                        University of Chicago Library
                        1100 East 57th Street
                        Chicago, Illinois 60637 U.S.A.

Abstract               This collection contains the papers and records of Charles H. Rosenfeld, salesman and manager for various companies that produced and sold posters and other workplace motivational material. It spans the years 1906-1968, with the bulk of it dating to the 1920s. The collection mainly consists of sales pitches and strategies, newsletters, and motivational material.

Information on Use

Access
The collection is open for research.

Citation
When quoting material from this collection, the preferred citation is: Rosenfeld, Charles H. Papers, [Box #, Folder #], Special Collections Research Center, University of Chicago Library.

Biographical Note
Charles H. Rosenfeld was born May 29, 1886 in Chicago, IL. During WWI and the early 1920s, he worked as a traveling salesman, living for a while in Minnesota. Rosenfeld returned to Chicago in the 1920s and became an executive and advertising/sales consultant for multiple companies from the 1920s through the 1960s. He worked mainly with companies that produced and sold workplace motivational posters and subscriptions to newsletters with management and sales advice. He also worked on several ad campaigns during the late 1920s and 1930s.

In 1923 and 1924, businessman Seth Seiders of Chicago bought several existing small companies that were producing posters, paycheck envelope inserts, and a series of management bulletins called "Pivot Man Letters." These companies (Mather & Co., C. J. Howard, and Gordon-Grant) continued to operate under their former names, but within the Seth Seiders Syndicate. Seiders hired Charles Rosenfeld to help consolidate and co-ordinate the enterprise.
It appears that in the mid-1920s, Seiders engaged in a scheme whereby part of his paycheck would be paid out to several top-level executives (allegedly including Rosenfeld), as a means of avoiding part of his income tax obligation. The executives were to return the overage at a later date. In exchange, Seiders agreed to transfer ownership of his first company to the other participants in the scheme once he had made $1 million. By the late 1920s or early 1930s, Seiders was spending much of his time in New Mexico, where he was linked to Al Capone. The fraud was discovered, and hearings took place in 1932, by which time the Syndicate had fallen apart.

Records indicate that in 1931, Rosenfeld, L. R. Fox, F. A. Mudgett, and Wirt Hurd, all former executives of Seiders, Inc., took over the company, renamed it The Seiders-Mather Corporation, and patented and sold the Krimp’It paper fastening device. They recruited former Seiders salesmen for the enterprise.

In 1929, Rosenfeld also consulted on an ad campaign for the Alligator Raincoat Company. The 1930s and ‘40s saw him engaged in several other business ventures, including Educational Enterprises, which developed marketing schemes aimed at children, and Futura, a bank financing company. Rosenfeld eventually settled at Sheldon-Claire, the most successful sales/motivation company during the WWII years and following. He retired from Sheldon-Claire in 1960.

Charles Rosenfeld died in 1983.

**Scope Note**

The collection is divided into four series:

Series I, Personal, contains a small amount of personal material from Rosenfeld.

Series II, Professional, contains mostly sales, training, and motivational material, much of it from the 1920s. It contains the only records of the Seth Seiders Syndicate; no separate corporate records exist. The Seiders syndicate sold Mather motivational posters, the most widely used such posters during the time period. While the collection contains no full-size posters, there are several smaller prints, catalogs, and a set of "sales letters," inserted into pay envelopes, which reflect the artistic style and management philosophy of the time. The artwork is typical of late-Art Nouveau lithography. The poster slogans and the management styles reflected in the newsletter series and sales bulletins convey the 1920s emphasis on corporate welfare, paternalistic management, and an obsession with efficiency. There is some material in this series from contemporary competitors to Seiders, Inc., as well as from companies that sold Mather posters during and after the Depression. There are also a large number of sales bulletins and conference proceedings from
the Sheldon-Claire Company, largely from the 1950s, reflecting mid-century sales trends and motivational tactics. The series also contains a Krimp'It paper crimping machine.

Series III, Photographs, includes a photo album showing Seiders’ corporate offices, intended to be both a virtual tour for new salesmen and a display of company values.

Series IV, Oversize, contains motivational posters and charts.

In the early 1980s, a former Seiders employee, Joseph Steiner, went through the collection to interpret its contents. Annotations and notes that he made appear in places throughout the collection, usually in blue ink on yellow bits of paper taped to binders or folders.

**Related Resources**
The following related resources are located in the Department of Special Collections:

http://www.lib.uchicago.edu/e/spcl/select.html


**Subject Headings**
- Rosenfeld, Charles H.
- Posters, American – 20th Century – Catalogs
- Selling – Psychological Aspects
- Employee Motivation
- Sales Promotion

**INVENTORY**

**Series I: Personal**
This series contains personal items belonging to Rosenfeld, items pertaining to his retirement, and other personal ephemera.

Box 1
Folder 1
  - Edward Bok, "You: A Personal Message," 1926

Box 1
Folder 2
  - Business Yearbook (with clippings), 1927

Box 1
Folder 3
Coleman Cox, "Just as I Thought," 1929
Box 1
Folder 4
Bridge Score Cards, Studio Opening, 1932, undated
Box 1
Folder 5
"How to Sell Direct" Booklet, 1934
Box 1
Folder 6
Razor Order, 1938
Box 1
Folder 7
WWII Selective Service ID Card, 1942
Box 1
Folder 8
Rosenfeld Retirement – Pictures, Speech, Letters, 1960
Box 1
Folder 9
Greeting Card, undated

Series II: Professional

This series contains training and sales material from the companies for which Rosenfeld worked, as well as their competitors. It also contains examples of the actual material sold by the companies (for example, the Seth Seiders "Pivot Man" letters). Much of the material in Series II was originally collected in binders. Though the binders have been discarded, material has been kept largely in its original grouping. Where pertinent, photocopies of the original binder cover or folder have been included with their contents in the new folder.

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Sheldon Correspondence School – Salesmanship Course [1/2], 1906-1909
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Sheldon Correspondence School – Salesmanship Course [2/2], 1906-1909
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Articles – Salesmanship Training [1/2], 1917-1933
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Articles – Salesmanship Training [2/2], Seiders-Mather Material, undated
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Folder 14
Articles and List – House Organs, 1920-1929
Box 2
Folder 1
Articles – Retail Salesmanship, 1920-1933, undated
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  Mather & Co. – "Sales Pep" Volume 2, Poster Titles and Analysis, 1920, 1923
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  Mather & Co. – Form Letters to Accompany "Sales Pep" Brochures, 1921
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Folder 5
  Mather & Co. – Form Letters to Accompany "Sales Pep" Brochures (2 sets), 1921
Box 3
Folder 6
  Mather & Co. – Sales Talk ("Common Sense Business Talks" Svc. Vol. 1), 1921
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  Mather & Co. – Sales Talk ("Sales Pep" Svc. Vol. 1), 1921
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Folder 8
  Hurther & Co. – Sales Bulletins, F. A. Mudgett, 1922
Box 3
Folder 9
  Mather & Co. – Sales Talk on First Mather Posters, 1922
Box 3
Folder 10
  Mather & Co. – "The Pepperbox," undated
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  Hurther & Co. – Index of Constructive Organization Posters, 1922
Box 3
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  Hurther & Co. – Companion Letters for Posters, 1922
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Folder 13
  Seiders, Mather et al. – Sales Talks, Bulletins, Letters, 1921-1930, undated
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Folder 1
  Seiders and Mather Business Cards, undated
Box 4
Folder 2
  Drawings of Seiders-Mather Personnel, undated
Box 4
Folder 3
  Mather & Co. – Automobile Contest, circa 1924
Box 4
Folder 4
  Seiders, Inc. – House Organ, "The Three-in-Oner," 1924
Box 4
Folder 5
Sieders, Mather – House Organs, "The Three-in-Oner," 1924

Box 4
Folder 6
Seiders, Inc. – Transfers of Ownership, Stock Certificate, Legal Correspondence, 1925-1935

Box 4
Folder 7
Transcript, Seiders Tax Fraud Hearing, 1932

Box 4
Folder 8
Seiders/Mather/Howard – Employee Directory, circa 1925-1929

Box 4
Folder 9
Seiders/Mather/Howard – Price Lists and Telegraph Codes, 1930

Box 4
Folder 10
Seiders/Mather/Howard. – Price Lists, Telegraph Codes, Promotional Cards, undated

Box 4
Folder 11
Seiders/Mather/Howard. – Form Letters, 1929, undated

Box 4
Folder 12
C. J. Howard and Dartnell – Collection (form) Letters, undated

Box 4
Folder 13
Hurther, Mather, and Turner – Correspondence (Collections and Returns), 1922-1924, 1928, 1944-1947

Box 4
Folder 14
Mather & Co. – Correspondence – Extra Frame and Poster Requests, 1923

Box 4
Folder 15
Mather & Co. – Correspondence with Customers, 1923-1924

Box 5
Folder 1
Mather & Co. – Correspondence with Clients, 1923-1924

Box 5
Folder 2
Mather & Co. – Correspondence – Positive Feedback, 1924

Box 5
Folder 3
Mather & Co. – Correspondence, Poster Samples, Invoices, Follow-up Letters, 1928-1930, undated

Box 5
Folder 4
Seiders, Mather – Correspondence, 1924
Box 5
Folder 5
Mather & Co. – Felix Shay, Bissell Account, undated

Box 5
Folder 6
Mather, Parker-Holladay, C. W. Roberts – Sales Talks, Suggestions, Correspondence, 1926, 1927, undated

Box 5
Folder 7
Mather & Co. – Church Use of Mather Posters, Letter Title List, Cartoons, Clippings, 1928-1929, undated

Box 5
Folder 8
Seiders/Mather/Howard – Salesmen’s Correspondence: Materials Survey, undated

Box 5
Folder 9
Seiders, Mather – Supplemental Brochures and Letters, undated

Box 5
Folder 10
Seiders and Mather – Internal Correspondence, Memos, Minutes, Other Records, 1924-1926

Box 6
Folder 1
Seiders, Mather, et al. – Correspondence [1/4], 1924, 1925, undated

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Seiders, Mather, et al. – Correspondence [2/4], undated

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Folder 3
Seiders, Mather, et al. – Correspondence [3/4], 1925

Box 6
Folder 4
Seiders, Mather, Hurther, et al. – Correspondence [4/4], 1920, 1922, 1928, undated

Box 6
Folder 5
Seiders, Mather, Hurther – Bulletins, Correspondence, Punch [1/2], 1922-1928, undated

Box 6
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Seiders, Mather, Hurther – Bulletins, Correspondence, Punch [2/2], 1923-1924, undated

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Folder 7
Seiders, Mather, Howard – Internal Correspondence, Training Material, 1926-1929

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Seiders, Mather, Howard – Internal Correspondence [1/3], Sales Promotion, L.R. Fox, 1929-1930
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Folder 2
  Seiders, Mather, Howard – Internal Correspondence [2/3], Sales Promotion, 1927
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Folder 3
  Seiders, Mather, Howard – Internal Correspondence [3/3], Sales Promotion, 1930
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Folder 4
  Mather & Co. – Letter Describing Poster Development, Brochure Mock-Up, 1927, undated
Box 7
Folder 5
  Turner, Seiders, and Mather – Follow-Up Letters, Brochures, Secretary's Record Book [1/2], 1925, 1927, 1942
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Folder 6
  Seiders and Mather – Follow-Up Letters, Brochures [2/2], 1927
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Folder 7
  Seiders, Inc. – "Human Relations in Business," Proposal and Mock-Up, 1924
Box 7
Folder 8
  Seiders-Mather Corp. – Promotions, Sales to Schools, undated
Box 7
Folder 9
  Misc. Sales Material, Correspondence, Contests – Seiders and Others [1/2], undated
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  Misc. Sales Material, Correspondence, Contests, Bond Applications – Seiders and Others [2/2], undated
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  Mather & Co. – Constructive Organization/Economic Letters, 1924-1929
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Folder 3
  Seiders-Mather-Howard – Complete Training Manual [1/2], undated
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Folder 4
  Seiders-Mather-Howard – Complete Training Manual [2/2], undated
Box 8
Folder 5
  Seiders-Mather-Howard – Training Manual, undated
Box 8
Folder 6
  Seth Seiders, Inc. – Salesman Training Manual, "How" Bulletins, undated
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Folder 7
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Seiders-Mather-Howard – Salesman Training [2/2], undated

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C. J. Howard – "What About Your Future as a Salesman?" 1926

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Folder 6
Seth Seiders, Pivot Man – Sales Bulletin Binder [1/2], undated

Box 9
Folder 7
Seth Seiders, Pivot Man – Sales Bulletin Binder [1/2], undated

Box 9
Folder 8
Mather – 58 Series Sales Bulletins, undated

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Folder 1
Mather – 58 Series Sales Bulletins (duplicate), undated

Box 10
Folder 2
Seiders, Inc. – 96 Series Sales Bulletins [1/2], undated

Box 10
Folder 3
Seiders, Inc. – 96 Series Sales Bulletins [2/2], Sheldon-Claire Material, 1958, undated

Box 10
Folder 4
Seiders/Mather/Howard – October "A" and "B" Drive on Time Waste, 1927

Box 10
Folder 5
Seiders/Mather/Howard – "A" and "B" Drive Bulletins, undated

Box 10
Folder 6
Seiders/Mather/Howard – Follow-Up Letters ("A" and "B" Drive), 1928

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Folder 7
Mather & Co. – Sales Talk of Constructive Organization Posters (large binder [3/5]), 1927

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Seiders, Inc. – "Pivot Man" Sales Talk, 1928

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C. J. Howard – Poster Letters to Salesmen (Sales Talk?), 1928

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Folder 7
Seiders Printers Syndicate – Sales Talk: Printers’ Service, Mather & Co. – Memos/Notes, 1929

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Folder 9
Seiders, Inc. – Sales Talk, "Pivot Man" 1929

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Seiders/Mather/Gordon Grant – Sales Talks [1/2], 1929, undated

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Seiders, Inc. – The Business of Being a Pivot Man, 1923

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Seiders, Inc. – "Constructive Talks to Pivot Men" (complete) [1/2], 1924

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Folder 12
Seiders, Inc. – Illustrated "Pivot Man" Letters (complete) [1/2], 1928

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Folder 1
Seiders, Inc. – Illustrated "Pivot Man" Letters (complete) [2/2], 1928

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Seiders, Inc. – Executive's Book, memos, notes, 1924, 1927

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Seiders, Inc. – Executive's Book, 1926

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Folder 5
Seiders, Inc. – Group Leadership, 1927

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Folder 6
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Seiders and Mather – Money Making Methods Used by Successful Employment Executives in Hiring Salesmen, undated

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Seiders, Inc. – Correspondence Svc. Supplement, undated

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Seiders-Mather Corp. – Krimp’It – Classifieds, Sales Material, Flyers, Order Forms, Circa 1932-1933

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  Parker-Holladay – Sales Talk, undated
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  "Ten Years’ Promotion in One," "Pithy Paragraphs," 1928, undated
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Bishop-Wyatt Co. – "What You Want to Know," 1942
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Box 24
Folder 15
Sheldon-Claire – Sales Management Service Binder (duplicate) [2/2], 1936
Box 24
Folder 16
Sheldon-Claire – Freedom Foundation Awards, 1951, 1953
Box 24
Folder 17
Sheldon-Claire – VPS Book, Articles, Photo Prints, 1924, 1952
Box 25
Folder 1
Sheldon-Claire – Testimonials, Promotional Material, 1953, 1955, undated
Box 25
Folder 2
  Sheldon-Claire – Classified Ad, Seiders’ Yardstick, Cancelled Checks, 1953-1954, undated
Box 25
Folder 3
  Sheldon-Claire – Speech by Lew Shalett, 1954
Box 25
Folder 4
  Sheldon-Claire – Meeting Agenda, Minutes, 1955, 1965
Box 25
Folder 5
  Greeting Cards (Sam Simons, Dan MacBride), circa 1956
Box 25
Folder 6
  Sheldon-Claire – "Material to be Taken to New York" (folder) 1958
Box 25
Folder 7
  Sheldon-Claire – Communication Program Service Charges, 1956-1967
Box 25
Folder 8
  Sheldon-Claire – Memos, Notes, Flyer, circa 1958
Box 25
Folder 9
  Sheldon-Claire – Lew Shalett, Letter and Memos, 1958-1959
Box 25
Folder 10
  Sheldon-Claire – Internal Bulletins, 1959
Box 25
Folder 11
  Sheldon-Claire – "Welcome to the Team," 1966
Box 25
Folder 12
Box 25
Folder 13
  Sheldon-Claire – Management Survey Report, 1969
Box 25
Folder 14
  Sheldon-Claire – Speech, undated
Box 25
Folder 15
  Sheldon-Claire – Hiring and Training, undated
Box 25
Folder 16
  Sheldon-Claire – Foreman’s Talk, undated
Box 25
Folder 17
    Sheldon-Claire – Sales Talk (2 copies), 1951
Box 25
Folder 18
    Sheldon-Claire – Sales Talk and Demos, 1952
Box 25
Folder 19
    Sheldon-Claire – Selling Renewals, 1953
Box 25
Folder 20
    Sheldon-Claire – Selling Renewals (duplicate), 1953
Box 25
Folder 21
    Sheldon-Claire – Sales Talk, 1959
Box 25
Folder 22
    Sheldon-Claire – Union Billboard Sales Pitch, 1960
Box 25
Folder 23
    Sheldon-Claire – Poster Sales Talk, "Make Sales – Make Jobs," undated
Box 25
Folder 24
    Sheldon-Claire – Poster Sales Talk, undated
Box 25
Folder 25
    Sheldon-Claire – Sales Talk, undated
Box 26
Folder 1
    Sheldon-Claire – Chart (Sales) Talk, undated
Box 26
Folder 2
    Sheldon-Claire – Sales Talks and Demo, undated
Box 26
Folder 3
    Sheldon-Claire – Sales Bulletins, 1950-1951
Box 26
Folder 4
    Sheldon-Claire – Sales Bulletins, Jan.-Aug., 1952
Box 26
Folder 5
    Sheldon-Claire – Sales Bulletins, Sept.-Dec. 1952
Box 26
Folder 6
    Sheldon-Claire – Sales Bulletins, Jan.-April, 1953
Box 26
Folder 7
Sheldon-Claire – Sales Bulletins, May-June, 1953
Box 26
Folder 8
  Sheldon-Claire – Sales Bulletins, July 1953
Box 27
Folder 1
  Sheldon-Claire – Sales Bulletins, August, 1953
Box 27
Folder 2
  Sheldon-Claire – Sales Bulletins, Sept.-Dec. 1953
Box 27
Folder 3
  Sheldon-Claire – Sales Bulletins, Jan.-March, 1954
Box 27
Folder 4
  Sheldon-Claire – Sales Bulletins, April-June, 1954
Box 27
Folder 5
  Sheldon-Claire – Sales Bulletins, July-Sept., 1954
Box 27
Folder 6
Box 28
Folder 1
  Sheldon-Claire – Sales Bulletins, Jan.-May, 1955
Box 28
Folder 2
  Sheldon-Claire – Sales Bulletins, June-Dec. 1955
Box 28
Folder 3
  Sheldon-Claire – Sales Bulletins, Jan.-June, 1956
Box 28
Folder 4
  Sheldon-Claire – Sales Bulletins, July-Oct., 1956
Box 28
Folder 5
  Sheldon-Claire – Sales Bulletins, Nov.-Dec., 1956
Box 28
Folder 6
  Sheldon-Claire – Sales Bulletins, Jan.-June, 1957
Box 28
Folder 7
  Sheldon-Claire – Sales Bulletins, July-Dec., 1957
Box 29
Folder 1
  Sheldon-Claire – Sales Bulletins, 1958
Box 29
Folder 2
   Sheldon-Claire – Sales Bulletins, 1959
Box 29
Folder 3
   Sheldon-Claire – Sales Bulletins, 1965-1966
Box 29
Folder 4
   Sheldon-Claire – Sales Bulletin, 1967
Box 29
Folder 5
   Greeting Cards – Bulletins and Sales Talk, 1967
Box 29
Folder 6
   Sheldon-Claire – Sales Bulletins, Memos, undated
Box 29
Folder 7
   Sheldon-Claire – Sales Conference Proceedings, 1947
Box 29
Folder 8
   Sheldon-Claire – Sales Conference Proceedings [1/2], 1948
Box 29
Folder 9
   Sheldon-Claire – Sales Conference Proceedings [2/2], 1948
Box 29
Folder 10
   Sheldon-Claire – Sales Conference Proceedings, 1949
Box 30
Folder 1
   Sheldon-Claire – Sales Conference Proceedings, 1950
Box 30
Folder 2
   Sheldon-Claire – Sales Conference Proceedings, 1952
Box 30
Folder 3
   Sheldon-Claire – Sales Conference Proceedings, 1954
Box 30
Folder 4
   Sheldon-Claire – Sales Conference Schedule, 1956
Box 30
Folder 5
   Sheldon-Claire – Sales Conference Proceedings, 1956
Box 31
Folder 1
   Sheldon-Claire – Advance Bulletins to Salesmen (Posters), 1950
Box 31
Folder 2
Sheldon-Claire – Advance Bulletins to Supervisors (Posters), 1950

Box 31
Folder 3
Sheldon-Claire – "They Say" Bulletins, 1950

Box 31
Folder 4
Sheldon-Claire – Brochures and Letters – Supervisor's Bulletins, 1965

Box 31
Folder 5
Sheldon-Claire – Bulletin Promotional Materials, "Leadership" Ch. 1, 1967

Box 31
Folder 6

Box 31
Folder 7
Sheldon-Claire – Bulletin Promotional Materials, "Leadership" Ch. 4, 1967

Box 31
Folder 8
Sheldon-Claire – "Need Your Help" Brochures and Transmittal Letter, 1967

Box 31
Folder 9
Sheldon-Claire – "Keep the Change," 1967

Box 31
Folder 10
Kelly-Reed & Co. – Supervisory Training Bulletins, 1968

Box 31
Folder 11
Plastic Binding Corp. – License Agreements, Brochure, undated

Box 31
Folder 12
Miscellaneous Solicitations, 1946, undated

Box 32
Krimp’It Paper Crimping Machine and Ads, undated

Box 32
Sales Conference ID Pin, 1937

Series III: Photographs
This series contains portrait photographs of Seiders Syndicate employees and an album of photographs of Seiders' offices in Chicago. There are also photographs showing church usage of Mather Posters and of the Hydromatic coal burner.

Box 33
Folder 1
Photographs – Church Use of Mather Posters, 1928-1929
Folder 2
Photographs – Seiders-Mather Employees and Offices, undated

Box 33
Folder 3
Photographs – Seiders-Mather Employees, undated

Box 33
Folder 4
Unused Photo Album Pages, undated

Box 33
Folder 5
Photo Album – Seiders/Mather/Howard Offices, undated

Box 33
Folder 6
Photographs – Lew Shalett, Hydromatic, Unidentified Young Man, undated

Series IV: Oversize
This series contains oversize posters, clippings, and contest and research charts from various companies.

Over-size
Folder 1
Functional Organization Blueprint, Anti-Waste Poster, undated

Box 34
Folder 1
Mather & Co. – Poster Catalogs, Print, 1924, undated

Box 34
Folder 2
Articles, 1927, 1929

Box 34
Folder 3
Alligator Raincoats – Ad Series, 1929

Box 34
Folder 4
Seminole Tissue Contest Ad -- 1935

Box 34
Folder 5
"Treasure Chest" Prize Book, undated

Box 35
Folder 1
Dartnell Posters, 1924

Box 35
Folder 2
Mather and Howard – Research Charts, 1925, 1927, 1932

Box 35
Folder 3
Box 35
Folder 4
   "Charctergraph" Poster, 1932
Box 35
Folder 5
   Futura – Bank Poster, circa 1945
Box 35
Folder 6
   Sales Contest Posters and Charts, undated
Box 35
Folder 7
   Seth Seiders/Modern Press Affiliation Poster, undated