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Guide to the Charles H. Rosenfeld Papers 1906-1968



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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>

See also Gray, David A., "Managing Motivation: The Seth Seiders Syndicate and the Motivational Publicity Business in the 1920s," *Winterthur Portfolio*, 44 (Spring 2010), 77–122.

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.

Box 1

Folder 10

Sheldon Correspondence School – Salesmanship Course [1/2], 1906-1909

Box 1

Folder 11

Sheldon Correspondence School – Salesmanship Course [2/2], 1906-1909

Box 1

Folder 12

Articles – Salesmanship Training [1/2], 1917-1933

Box 1

Folder 13

Articles – Salesmanship Training [2/2], Seiders-Mather Material, undated

Box 1

Folder 14

Articles and List – House Organs, 1920-1929

Box 2

Folder 1

Articles – Retail Salesmanship, 1920-1933, undated

Box 2

Folder 2

Articles – Salesmanship, 1921-1929, undated

Box 2

Folder 3

Articles – Export and Foreign Trade, 1922-1925, undated

Box 2

Folder 4

Articles – Salesmanship, 1922-1929

Box 2

Folder 5

Articles – Sales Research, 1925, undated

Box 2

Folder 6

Articles – Installment Selling, 1925-1926

Box 2

Folder 7

Articles – Sales Compensation, 1925-1929

Box 2

Folder 8

Articles – Sales Management, 1925-1929, undated

Box 2

Folder 9

Articles, News Clippings – Direct Mail, 1925-1930

Box 2

Folder 10

Articles – Wholesaler, Dealer, Jobber, 1928-1929, undated

Box 2

Folder 11

Articles and Clippings – Chain Stores, 1928-1930

Box 2

Folder 12

Sales-related Articles, Mather Materials, Salesman's Reports, 1917-1929, undated

Box 2

Folder 13

Mather & Co. – Pay Envelope Svc. (cards), 1917

Box 2

Folder 14

Mather & Co. – "Sales Pep" Brochures [1/3], 1919

Box 3

Folder 1

Mather & Co. – "Sales Pep" Brochures [2/3], 1919

Box 3

Folder 2

Mather & Co. – "Sales Pep" Brochures [3/3], 1919

Box 3

Folder 3

Mather & Co. – "Sales Pep" Volume 2, Poster Titles and Analysis, 1920, 1923

Box 3

Folder 4

Mather & Co. – Form Letters to Accompany "Sales Pep" Brochures, 1921

Box 3

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

Box 3

Folder 7

Mather & Co. – Sales Talk ("Sales Pep" Svc. Vol. 1), 1921

Box 3

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

Box 3

Folder 11

Hurther & Co. – Index of Constructive Organization Posters, 1922

Box 3

Folder 12

Hurther & Co. – Companion Letters for Posters, 1922

Box 3

Folder 13

Seiders, Mather et al. – Sales Talks, Bulletins, Letters, 1921-1930, undated

Box 4

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-One," 1924

Box 4

Folder 5

Sieders, Mather – House Organs, "The Three-in-One," 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

Box 6

Folder 2

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

Box 6

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

Folder 6

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

Box 6

Folder 7

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

Box 7

Folder 1

Seiders, Mather, Howard – Internal Correspondence [1/3], Sales Promotion, L.R. Fox, 1929-1930

Box 7

Folder 2

Seiders, Mather, Howard – Internal Correspondence [2/3], Sales Promotion, 1927

Box 7

Folder 3

Seiders, Mather, Howard – Internal Correspondence [3/3], Sales Promotion, 1930

Box 7

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

Box 7

Folder 6

Seiders and Mather – Follow-Up Letters, Brochures [2/2], 1927

Box 7

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

Box 8

Folder 1

Misc. Sales Material, Correspondence, Contests, Bond Applications – Seiders and Others [2/2], undated

Box 8

Folder 2

Mather & Co. – Constructive Organization/Economic Letters, 1924-1929

Box 8

Folder 3

Seiders-Mather-Howard – Complete Training Manual [1/2], undated

Box 8

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

Box 8

Folder 7

Seiders-Mather-Howard – Salesman Training [1/2], undated

Box 9

Folder 1

Seiders-Mather-Howard – Salesman Training [2/2], undated

Box 9

Folder 2

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

Box 9

Folder 3

Howard – Sales Bulletin Binder [1/2], 1927

Box 9

Folder 4

Howard – Sales Bulletin Binder [2/2], 1927

Box 9

Folder 5

Gordon Grant – Sales Binder, 1929

Box 9

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

Box 10

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

Box 10

Folder 7

Seiders/Mather/Howard – Verbal Proof Story, 1929

Box 10

Folder 8

Seiders/Mather/Howard – Proof Book Drive Letters, 1929

Box 11

Folder 1

Seiders, Inc. – Circulation Drive Letters (Internal), 1929

Box 11

Folder 2

C. J. Howard – Bulletins, "Vacation Stall," 1928

Box 11

Folder 3

Seiders/Mather/Howard – Vacation Stall Letters, 1929

Box 11

Folder 4

Seiders and Mather – Special Bulletins (Sales), 1924-1925, undated

Box 11

Folder 5

Seiders, Inc. – Sales Talk, "Pivot Man" Letters, 1924

Box 11

Folder 6

Seiders, Inc. – "New" Sales Talk, Illustrated "Pivot Man" Letters, 1925

Box 11

Folder 7

Mather & Co. – Poster Sales Talk, 1925

Box 11

Folder 8

Seiders, Inc – Sales Talk, Illustrated "Pivot Man" Letters, 1926

Box 11

Folder 9

Mather & Co. – Sales Talk of Constructive Organization Posters, 1927

Box 11

Folder 10

Seiders, Inc. – Sales Talk, Illustrated "Pivot Man" Letters, 1927

Box 11

Folder 11

Seiders, Inc. – Renewal Sales Talk, 1927

Box 11

Folder 12

Seiders, Inc. – Sales Talk, "Pivot Man" Letters [1/2] (large binder [1/5], 1927

Box 11

Folder 13

Seiders, Inc. – Sales Talk, "Pivot Man" Letters [2/2] (large binder [2/5], 1927

Box 12

Folder 1

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

Box 12

Folder 2

C. J. Howard – Sales Talk of Individual Action Posters (large binder [4/5]), undated

Box 12

Folder 3

Mather & Co. – Renewal Sales Talk (large binder [5/5]), 1927

Box 12

Folder 4

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

Box 12

Folder 5

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

Box 12

Folder 6

C. J. Howard – Sales Talk of Individual Action Posters, 1928

Box 12

Folder 7

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

Box 12

Folder 8

Seiders Printers Syndicate – Sales Talk: Printers' Service (duplicate), 1929

Box 12

Folder 9

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

Box 12

Folder 10

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

Box 12

Folder 11

Seiders, Inc. – "Pivot Man" Letters Sales Talk, 1930

Box 12

Folder 12

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

Box 13

Folder 1

Mather & Co. – Sales Talk of Mather Constructive Character Building Posters (Church use), 1928

Box 13

Folder 2

Mather & Co. – Church Poster Sales Talk, 1929

Box 13

Folder 3

Mather & Co. – Selling Posters to Schools and Colleges, circa 1930

Box 13

Folder 4

Mather & Co. – Sales Talk of Mather Constructive Character Building Posters (Church use), 1928

Box 13

Folder 5

Seth Seiders Service – Sales Talk (Misc. in Binder) [1/2], undated

Box 13

Folder 6

Seth Seiders Service – Sales Talk Demo [2/2], undated

Box 13

Folder 7

Mather & Co. – Poster Sales Sub-Opener, undated

Box 13

Folder 8

Analysis of Posters – Hurther 1920, Mather 1923, Mather 1924 [1/2], 1925

Box 13

Folder 9

Analysis of Posters – Hurther 1920, Mather 1923, Mather 1924 [2/2], 1925

Box 13

Folder 10

Mather and Howard – Titles and Analysis of Posters, 1923, 1927, undated

Box 13

Folder 11

Mather & Co. – Poster Catalogs (Chicago), Insert, 1927

Box 13

Folder 12

Mather & Co. – Poster Catalog (Canada), 1928

Box 13

Folder 13

Gordon Grant – Operating Books (Posters), 1929

Box 14

Folder 1

Mather & Co. – Church Poster Catalog, 1930

Box 14

Folder 2

Mather & Co. – Small Posters (possibly church), undated

Box 14

Folder 3

C. J. Howard – Titles and Analysis: Individual Action Posters, undated

Box 14

Folder 4

Seiders/Mather/Howard – Negative Posters (letter-size), Sales Letters, undated

Box 14

Folder 5

C. J. Howard – Poster Sales Letters, 1927

Box 14

Folder 6

C. J. Howard – Personal Follow-Throughs, 1928

Box 14

Folder 7

Mather & Co. – Suggest-O-Grams, 1928, 1929

Box 14

Folder 8

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

Box 14

Folder 9

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

Box 14

Folder 10

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

Box 14

Folder 11

Seiders, Inc. – "Constructive Talks to Pivot Men," 1927

Box 14

Folder 12

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

Box 15

Folder 1

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

Box 15

Folder 2

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

Box 15

Folder 3

Seiders, Inc. – Executive's Book, 1926

Box 15

Folder 4

Seiders, Inc. – Executive's Book, 1928

Box 15

Folder 5

Seiders, Inc. – Group Leadership, 1927

Box 15

Folder 6

Seiders, Inc. – Leadership and Man Management, 1927

Box 15

Folder 7

Seiders, Inc. – "Pivot Man" Testimonials, undated

Box 15

Folder 8

Seth Seiders Monthly Survey/Review, 1923-1926

Box 15

Folder 9

Seth Seiders Monthly Digest and Survey [1/2], 1926-1930

Box 15

Folder 10

Seth Seiders Monthly Digest and Survey (Survey and Review) [2/2], 1923-1926

Box 15

Folder 11

Seth Seiders Monthly Digest, 1923-1927

Box 15

Folder 12

Seth Seiders Monthly Digest/Survey [1/2], 1925-1928

Box 15

Folder 13

Seth Seiders Monthly Digest/Survey [1/2], 1923-1925

Box 16

Folder 1

Seth Seiders Monthly Digest/Survey/Review [1/2], 1925-1929

Box 16

Folder 2

Seth Seiders Monthly Digest/Survey/Review [2/2], 1923-1927

Box 16

Folder 3

Mather & Co. – "Mudberry Says," 1926

Box 16

Folder 4

Mather and Howard – Heart to Heart Talks, 1928

Box 16

Folder 5

Seiders Printers Syndicate – "Employing and Training the Salesman," 1929

Box 16

Folder 6

Seiders Printers Syndicate – "Sales Knacks," 1929

Box 16

Folder 7

Seiders Printers Syndicate – "Sales Management and Weekly Meetings," 1929

Box 16

Folder 8

Seiders Printers Syndicate – "Sales Management and Weekly Meetings," 1929

Box 16

Folder 9

Seiders Printers Syndicate – Money Making Knacks and Methods for District Managers on Training and Management of Salesmen, 1929

Box 16

Folder 10

Seiders Printers Syndicate – Money Making Knacks and Methods for District Managers on Training and Management of Salesmen (duplicate), 1929

Box 16

Folder 11

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

Box 17

Folder 1

Seiders and Mather – Money Making Methods Used by Successful Employment Executives in Hiring Salesmen (duplicate), undated

Box 17

Folder 2

C. J. Howard – Money Making Methods Used by Successful Employment Executives in Hiring Salesmen, undated

Box 17

Folder 3

C. J. Howard – Money Making Methods Used by Successful Employment Executives in Hiring Salesmen (duplicate), undated

Box 17

Folder 4

C. J. Howard – Money Making Knacks and Methods for Field Managers on Training and Management of Salesmen, undated

Box 17

Folder 5

Seiders, Inc. – Correspondence Svc. Supplement, undated

Box 17

Folder 6

L. R. Fox: "Witty Words of Worldly Wisdom," undated

Box 17

Folder 7

C. J. Howard – "I Will/I Did" Booklets, undated

Box 17

Folder 8

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

Box 17

Folder 9

Seiders-Mather Corp. – Krimp'It Trademark and Patent, 1932-1934

Box 18

Folder 1

Seiders-Mather Corp. – Krimp'It Patent Letters Assignment, 1935

Box 18

Folder 2

Seiders-Mather Corp. – Krimp'It Correspondence (H. H. Stenborg), 1947, 1949

Box 18

Folder 3

Salesman Training Presentation, Possibly Mather, undated

Box 18

Folder 4

Salesman Training Presentation (duplicate), undated

Box 18

Folder 5

Stevens-Davis Co. – "The Spirit of Unrest," 1916

Box 18

Folder 6

Stevens-Davis Co. – Salesman's Letters, 1917

Box 18

Folder 7

Stevens-Davis Co. – Salesman's Letters, 1918

Box 18

Folder 8

Stevens-Davis Co. – S. D. Newsletter [1/3], 1927

Box 18

Folder 9

Stevens-Davis Co. – S. D. Newsletter [2/3], 1927-1928

Box 18

Folder 10

Stevens-Davis Co. – S. D. Newsletter [3/3], 1928

Box 19

Folder 1

Stevens-Davis Co. – Sales Bulletins, 1927, undated

Box 19

Folder 2

Stevens-Davis Co. – "Lost Orders and Callbacks," 1928

Box 19

Folder 3

Stevens-Davis Co. – "Voice of the Salesman," 1936-1939

Box 19

Folder 4

Stevens-Davis Co. – "Sales Builder Management," 1937

Box 19

Folder 5

Stevens-Davis Co. – "Retail Store Management," 1937

Box 19

Folder 6

Stevens-Davis Co. – Sales Management Bulletins, 1937-1938

Box 19

Folder 7

Stevens-Davis Co. – "Your Employees," 1938

Box 19

Folder 8

Stevens-Davis Co. – "Voice of the Salesman," 1939

Box 19

Folder 9

Stevens-Davis Co. – "Voice of the Salesman," 1939

Box 19

Folder 10

Stevens-Davis Co. – Sales Management Bulletins, circa 1940

Box 20

Folder 1

Stevens-Davis Co. – "Are You the Man?" undated

Box 20

Folder 2

Robert Smith Co. – Sales Department Report No. 2, 1918

Box 20

Folder 3

Alexander Hamilton Institute – Business Talk, 1919

Box 20

Folder 4

The Sales-Building Bulletin, 1922

Box 20

Folder 5

Darnell Corp. – Sales Bulletins [1/2], 1923, 1924

Box 20

Folder 6

Darnell Corp. – Sales Bulletins [2/2], 1924

Box 20

Folder 7

Darnell Corp. – Letters to Salesmen, 1924

Box 20

Folder 8

Darnell Corp. – Special Report, Sales Method Investigation, 1924

Box 20

Folder 9

Darnell Corp. – Sales Bulletins, Reports, Correspondence, 1925

Box 20

Folder 10

Darnell Corp. – Sales and Management Bulletins, 1928

Box 20

Folder 11

Real Silk Hosiery – Sales Meetings and Employee Letters, 1925

Box 20

Folder 12

Sales Contests and Incentives [1/2] – Dartnell Corp., 1926-1927, undated

Box 21

Folder 1

Sales Contests and Incentives [2/2] – Other Companies, 1916, undated

Box 21

Folder 2

Garr-Will-Rochester Corp. – Personal Sales Development Letters, 1928

Box 21

Folder 3

Garr-Will-Rochester Corp. – Sales Talk, undated

Box 21

Folder 4

Garr-Will-Rochester Corp. – Ideagram Surveys, 1935-1936

Box 21

Folder 5

Parker-Holladay – "Bill Jones" Bulletins, 1928

Box 21

Folder 6

Parker-Holladay – "Bill Jones" Sales Letters, 1929

Box 21

Folder 7

Parker-Holladay – "Bill Jones" House Policy and Bulletins, undated

Box 21

Folder 8

Parker-Holladay – Sales Talk, undated

Box 21

Folder 9

"Ten Years' Promotion in One," "Pithy Paragraphs," 1928, undated

Box 21

Folder 10

C. W. Howard – "What About Your Future?" undated

Box 21

Folder 11

C. W. Howard – Punch Newsletters, undated

Box 21

Folder 12

Alligator Raincoats – Ad Copy, circa 1929

Box 21

Folder 13

Alligator Raincoats – Sales Suggestions, circa 1929

Box 22

Folder 1

Alligator Raincoats – Brochures, undated

Box 22

Folder 2

Engineering Societies – Bulletins and Talks, 1929, undated

Box 22

Folder 3

Motivational Cards, undated

Box 22

Folder 4

Coal Burner/Stoker Sales Materials, 1929-1932

Box 22

Folder 5

Refrigerated Display Case Brochure, 1933

Box 22

Folder 6

Gas Burner Sales Material, 1934, undated

Box 22

Folder 7

Sales Talk, J. A. Steiner, 1934

Box 22

Folder 8

Pay Envelope Cards, 1936

Box 22

Folder 9

W. C. Mitchell – Orders and Feedback, 1936

Box 22

Folder 10

W. C. Mitchell – Executive's Handbook, 1937

Box 22

Folder 11

W. C. Mitchell – Sales Talk, Sample Material, circa 1937

Box 22

Folder 12

W. C. Mitchell – Sales Talk, undated

Box 22

Folder 13

Men of America, Inc. – Common Sense Talks, Series B, 1937

Box 22

Folder 14

General Motors – Brochures, 1937, 1939

Box 22

Folder 15

Educational Enterprises – Rosenfeld's Business Cards, undated

Box 22

Folder 16

Educational Enterprises – SealCraft Promotion – Correspondence and Advertising, 1937, 1938

Box 22

Folder 17

Educational Enterprises – Picture Clips, 1938-1939

Box 22

Folder 18

Educational Enterprises – Lucky Lady Department Store Contest, circa 1939

Box 23

Folder 1

Retailer's Syndicate, Inc.—Salesman's Manual, Common Sense Talk Flyers, undated

Box 23

Folder 2

Swan Morgan Co. – "Constructive Business Talks" Executive's Portfolio, 1937

Box 23

Folder 3

"Constructive Business Talks," Executive's Portfolio, 1938

Box 23

Folder 4

Production Research Council – Orders and Returns, 1941

Box 23

Folder 5

Production Research Council – Contact Lists, "Pivot Man" Material, circa 1941

Box 23

Folder 6

Bishop-Wyatt Co. – "What You Want to Know," 1942

Box 23

Folder 7

Stamps Article, Clippings, 1942, 1945

Box 23

Folder 8

R. G. Turner, Inc. – Testimonial Flyer, 1942

Box 23

Folder 9

R. G. Turner, Inc. – Records, Correspondence, 1943-1945

Box 23

Folder 10

R. G. Turner, Inc. – Mather Poster Index, undated

Box 23

Folder 11

Address List, undated

Box 23

Folder 12

Applicant Letters, 1944-1945

Box 23

Folder 13

Applicant Letters [1/2], 1945

Box 23

Folder 14

Applicant Letters [2/2], 1945

Box 24

Folder 1

Futura, Inc.(Bank Financing) – Executive's Handbook, 1945

Box 24

Folder 2

Utility Rate Auditing Report, 1945

Box 24

Folder 3

Art Wall Co. – Sales Campaign, undated

Box 24

Folder 4

"The Archway of Supervision," undated

Box 24

Folder 5

"Measuring Stick" Chart, Lakeside Central Credit Dept. Memo, undated

Box 24

Folder 6

"Sam and Jim" Letters, undated

Box 24

Folder 7

Contracts and Policies – Various Companies (blank), undated

Box 24

Folder 8

Sales Contests, undated

Box 24

Folder 9

National Research Bureau – Functions and Schedules, undated

Box 24

Folder 10

Scratch-Off Ads, undated

Box 24

Folder 11

Sheldon-Claire – Business Cards, undated

Box 24

Folder 12

Sheldon-Claire – Sales Management Service Binder [1/2], 1936

Box 24

Folder 13

Sheldon-Claire – Sales Management Service Binder [2/2], 1936

Box 24

Folder 14

Sheldon-Claire – Sales Management Service Binder (duplicate) [1/2], 1936

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

Sheldon-Claire – Management Manual, 1967

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

Sheldon-Claire – Sales Bulletins, Oct.-Dec., 1954

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

Sheldon-Claire – Bulletin Promotional Materials, "Leadership" Ch. 2, 1967

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

Box 33

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

Garr-Will-Rochester – "The Salesman's Mind," 1928

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