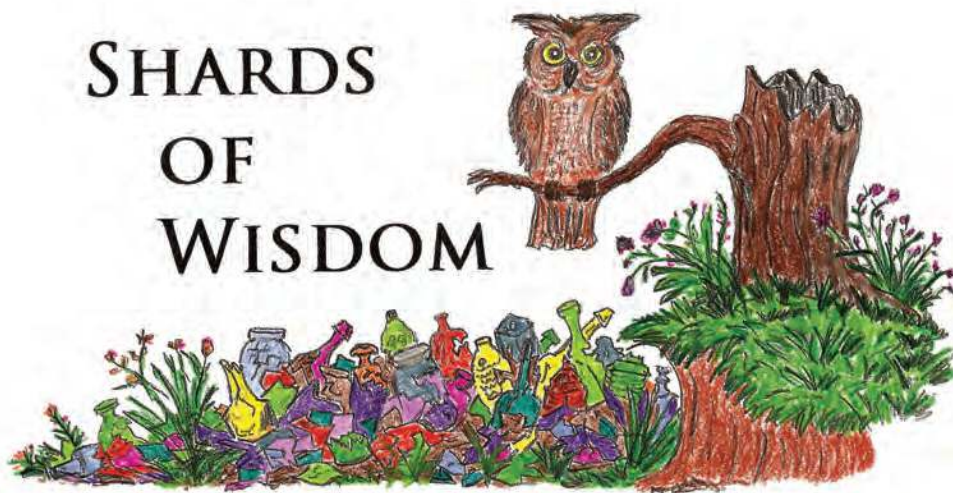


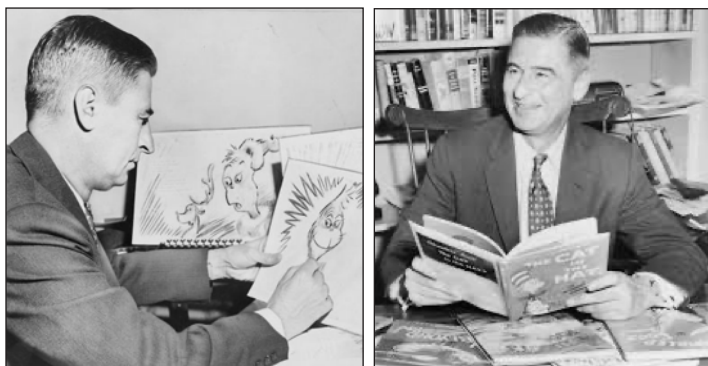
SHARDS OF WISDOM



Dr. Seuss and Brewery Advertising

By Steve Lang

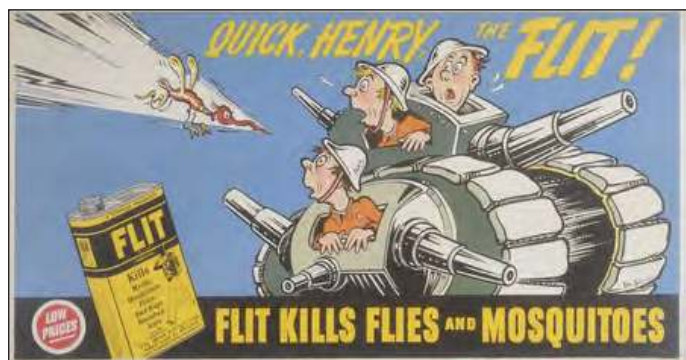
"If you never did you should. These things are fun and fun is good" – Dr. Seuss



Two images of the famous Theodor Seuss Geisel

Theodor Seuss Geisel was born March 2, 1904 in Springfield, Mass, to Henrietta (Seuss) and Theodor Robert Geisel. He wrote and illustrated 60+ books under his pseudonym (both his middle name and his mother's maiden name) of Dr. Seuss including *The Cat in the Hat* and *Green Eggs & Ham*. His first book was rejected by 27 publishers. The first recorded use of the word "nerd" was in his book *If I Ran a Zoo* published in 1950.

He was raised in a German family and never forgot his heritage. His Grandfather, Theodor Geisel, formed the Kalmach & Geisel Brewery located in Springfield, Mass, with Christian Kalmach in



Advertising during the war

1876. The business grew from the Oscar Rocke (Boston Road) Brewery (1869-1874) and Susan Rocke Brewery (1874-1876). Kalmach & Geisel gained the nickname "Come Back and Guzzle" by the locals. In 1894, the brewery incorporated and was renamed the Highland Brewing Company. They quickly became New England's largest brewery producing 75,000 barrels of lager, ale & porter a year. In 1899, Highland merged with two other Springfield Breweries to form the Springfield Breweries Company with Grandfather Theodor managing the new merger and father Theodor Robert the Assistant Treasurer. In 1919, the state of



1932 advertisement for Standard gasoline

Massachusetts passed prohibition the day Theodor Robert was to assume control of the company after the death of the elder Geisel. Young Theodor Seuss was 15 years old at the time.

After high school, Theodor attended Dartmouth College where he was active with the college humor magazine called the Jack-O-Lantern. He was arrested for throwing a gin drinking party during Prohibition and was removed from the magazine

To continue being able to contribute, he submitted articles under the name "Seuss," the first documented use of his pen name. He added "Dr." later because his father always wanted him to study medicine. He graduated Dartmouth and attended Oxford



Early beer advertisement coaster



Early beer advertising poster for Schaefer Bock Beer

studying to be an English professor. He paid his bills by drawing and illustrating through the 1920s including anti-prohibition political cartoons. His first published artwork appeared in the Saturday Evening Post on July 16, 1927. He was hired by Standard Oil of New Jersey in 1928 to illustrate advertisements for their popular bug spray Flit and Essolube Motor Oil.

Sometime in the late 1930s or early 1940s, he was hired by Rudolf Haffenreffer, Jr. to develop advertisements for Narragansett Brewing located in Rhode Island. Theodor created the iconic Chief Gansett character that was prominent in their advertising throughout the 1940s and featured on the very collectible beer tray and coaster. He also created print ads with familiar looking characters for the brewery. Geisel also did some work for F & M Schaefer Brewing Company creating their Bock Beer posters.

He passed away on September 24, 1991 at the age of 87 in La Jolla, Calif.

"Don't cry because it's over. Smile because it happened" – Dr. Seuss

HISTORY'S CORNER

In Memory of Dick Watson
longtime FOHBC Historian

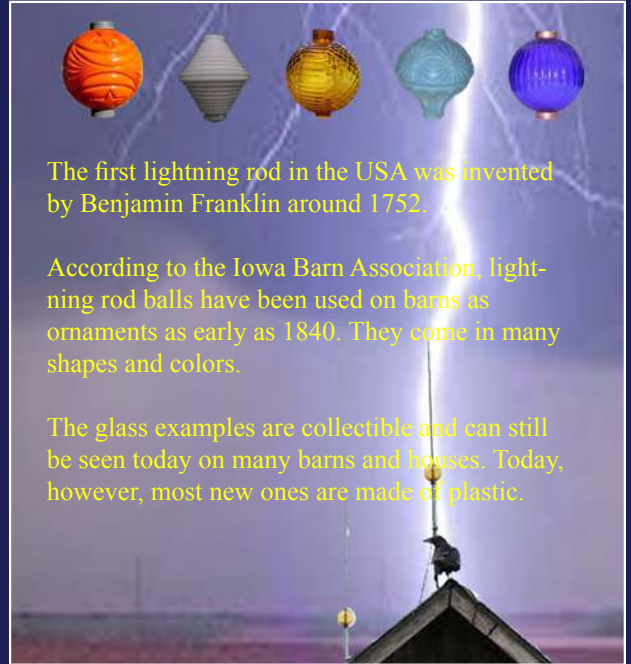
By Jim Bender



The first lightning rod in the USA was invented by Benjamin Franklin around 1752.

According to the Iowa Barn Association, lightning rod balls have been used on barns as ornaments as early as 1840. They come in many shapes and colors.

The glass examples are collectible and can still be seen today on many barns and houses. Today, however, most new ones are made of plastic.



Watch each issue for a new installment of History's Corner.



Early beer advertising metal tray

