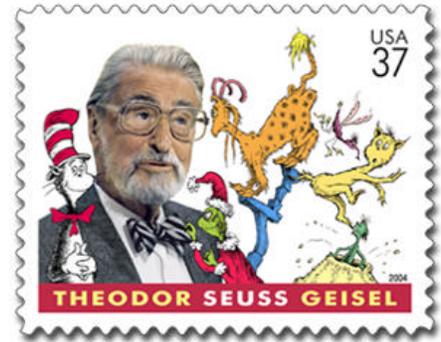


## **'OH, THE PLACES YOU'LL GO' DR. SEUSS!**

### **Theodor Seuss Geisel (Dr. Seuss) to be Commemorated on Postage Stamp**

WASHINGTON – On the 100th anniversary of his birth, the U.S. Postal Service will dedicate the Theodor Seuss Geisel commemorative postage stamp. The new stamp will travel around the world on letters, cards and packages, honoring the Pulitzer Prize-winning author better known as Dr. Seuss, who introduced countless children to the joys of reading. "Children want the same things we want," Geisel once said. "To laugh, to be challenged, to be entertained and delighted."



The official first day of issue ceremony (free and open to the public) will take place at 11 a.m. PT, March 2, at the Geisel Library, University of California San Diego, 9500 Gilman Dr., La Jolla, Calif.

"The Theodor Seuss Geisel stamp calls attention to the very unique and creative process of one of the world's most beloved authors," said Angelo Wider, manager, Finance Administration for the Postal Service, who will dedicate the stamps. "The stamp helps us gain appreciation and understanding of the wonder of fantasy – 'a necessary ingredient in living' according to Dr. Seuss."

Also expected to attend the ceremony are Dr. Dennis P. Smith, executive director, San Diego Council on Literacy; Marsha A. Chandler, acting chancellor, University of California, San Diego; Carl T. Herrman, stamp designer; Al Iniguez, vice president, Pacific Area Operations, U.S. Postal Service; and John E. Platt, district manager, San Diego District, U.S. Postal Service.

Theodor Seuss Geisel (pronounced GUYS-ell) was born on March 2, 1904, in Springfield, Mass. After graduating from Dartmouth College in 1925, he soon began a career as an artist and writer. He sold cartoons and humorous prose to Life, Liberty and Vanity Fair magazines, and made his first foray into book illustration in 1931, providing the artwork for two collections of children's sayings.

Geisel authored 44 books for children using rhyming text combined with illustrations, unusual in children's books when his first manuscript was presented to publishers in the 1930s. In fact, 27 publishers rejected his first book before Vanguard Press decided to print it in 1937. Reviewers recognized that Dr. Seuss had created a new kind of book that appealed to a child's imagination and sense of humor.

Throughout Geisel's career, his books were critically acclaimed as well as popular. In 1984, Geisel was honored with a Pulitzer Prize "for his special contribution over nearly half a century to the education and enjoyment of America's children and their parents." His final book, "Oh, the Places You'll Go!" (1990), offered encouragement to the young as they set out on the journey of life. A best-seller, the book became a popular graduation gift.

Geisel's talents also extended to film, and, always alert to new ways of reaching children, Dr. Seuss was intrigued by the possibilities of television. With animator Chuck Jones he produced Peabody Award-winning television adaptations of "How the Grinch Stole Christmas!" (1966) and "Horton Hears a Who!" (1970), and contributed the lyrics to the songs in both programs. He received an award from the International Animated Cartoon Festival for the television version of The Lorax (1972) and won Emmy's for four specials he produced between 1975 and 1982.

Theodor Geisel died on September 24, 1991, in La Jolla, California.

To see the Theodor Seuss Geisel stamp and other images from the 2004 Commemorative Stamp Program, visit the Postal Store at [www.usps.com/shop](http://www.usps.com/shop) and click on "Release Schedule" in the Collector's Corner.

Current U.S. stamps, as well as a free comprehensive catalog are available by toll-free phone order at 1 800 STAMP-24. A wide selection of stamps and other philatelic items are also available at the Postal Store ([www.usps.com/shop](http://www.usps.com/shop)), and [www.postalartgallery.com](http://www.postalartgallery.com) offers beautifully framed prints of original stamp art for delivery straight to the home or office.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to about 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume - some 202 billion letters, advertisements, periodicals and packages a year - and serves seven million customers each day at its 38,000 retail locations nationwide.

## TECHNICAL DETAILS

Issue: *Theodor Seuss Geisel*  
Item Number: 455500  
Denomination & Type of Issue: 37-cent commemorative  
Format: Pane of 20 with selvage (1 design)  
Series: N/A  
Issue Date & City: March 2, 2004, La Jolla, CA 92038  
Designer: Carl T. Herrman, Carlsbad, CA  
Art Director: Carl T. Herrman, Carlsbad, CA  
Typographer: Carl T. Herrman, Carlsbad, CA  
Modeler: Donald H. Woo  
Manufacturing Process: Gravure  
Printer: Sennett Security Products (SSP)  
Printed at: American Packaging Corporation, Columbus, WI  
Press Type: Rotomec, 3000  
Engraver: Southern Graphics  
Stamps per Pane: 20  
Print Quantity: 172 million stamps  
Paper Type: Prephosphored, Type I  
Adhesive Type: Pressure-sensitive  
Processed at: Unique Binders, Fredericksburg, VA  
Colors: Magenta, Yellow, Cyan, Black, Line Red, Line Blue  
Stamp Orientation: Horizontal  
Image Area (w x h): 1.41 x 1.08 in./35.81 x 27.43 mm  
Overall Size (w x h): 1.56 x 1.23 in./39.62 x 31.24 mm  
Pane Size (w x h): 7.25 x 8.00 in./184.15 x 203.20 mm  
Plate Size: 180 stamps per revolution  
Plate Numbers: "S" followed by six (6) single digits  
Marginal Markings: "© 2003 USPS" • Price • Plate numbers on two corners • Plate position diagram • 4 UPC codes on back • Licensing text • Dr. Seuss Header/images

Catalog Item Number(s): 455520 Block of 4 — \$1.48  
455530 Block of 10 — \$3.70  
455540 Full Pane of 20 — \$7.40  
455561 First Day Cover — \$0.75  
455591 Ceremony & FDC set — \$6.70  
455593 Full Pane w/FDC — \$8.15

## HOW TO ORDER THE FIRST DAY OF ISSUE POSTMARK

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local post office, by telephone at 1 800 STAMP-24, and at the Postal Store at [www.usps.com](http://www.usps.com). They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

THEODOR SEUSS GEISEL COMMEMORATIVE STAMP  
POSTMASTER  
PO BOX 9509  
SAN DIEGO CA 92150-9509

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by April 3, 2004.