

# Henning Herald

## FOR ROB. BY ROB.

### Why I named my dog “Spuds Mackenzie”

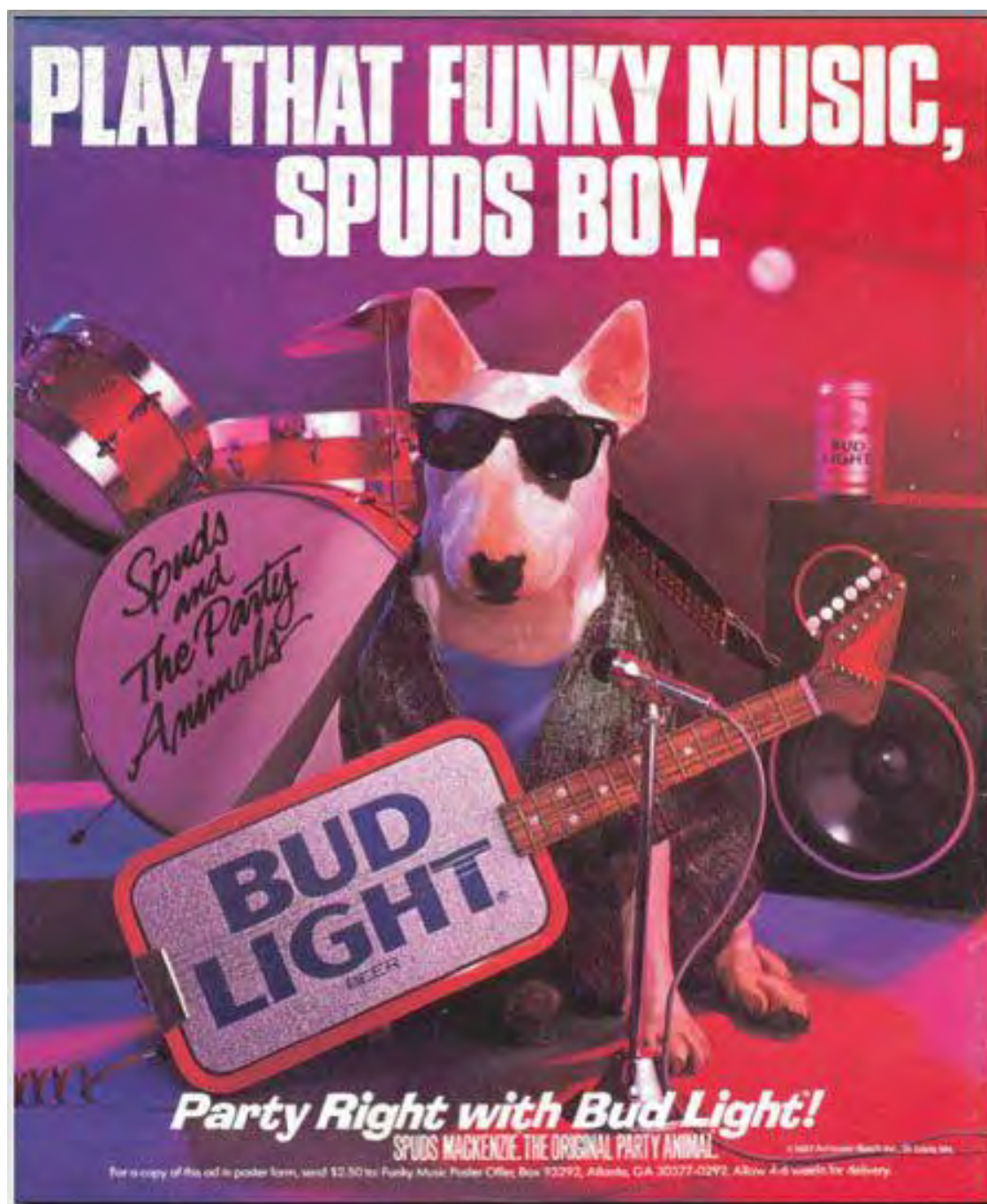
**Rob Henning**  
*contributing writer*

Like my cabbage patch doll, who loves old style beer, now since summer of 1987, I have a dog, who was born down in St louis. He ended up growing up with me in Montgomery, which is west of Chicago and I have had him ever since. His name is Spuds Mackenzie.

He’s a nut on all products that were made by the Anheuser-Busch brewery of St louis Missouri. The home of his 2 most favorite beers he follows; Budweiser and Bud Light and other A-B products too.

He is also a fan of 2 Midwestern states like Missouri and Illinois, especially college and pro teams like Illinois, Illinois State, Missouri, Missouri State, Northern Illinois and Southern Illinois. Since Spuds also is a fan of both St Louis and Chicago too, he also likes the Bears, Blackhawks, Blues, Bulls, Cardinals, and the Cubs too.

If the Sandwich Fair of 2020 was closed due to the aftermath of the corona virus pandemic, I should take Spuds along for a road trip to Springfield IL, St Louis or Hannibal MO and Riverside, Iowa. If it’s ok with my Q, I would like to do this. Spuds would go crazy if he sees the whole skyline of St Louis, he’d really go stir crazy!



An ad campaign from March 10 of 1988 featuring Spuds Mackenzie, ‘the party animal’.

Spuds MacKenzie is a fictional dog character created for use in an extensive advertising campaign marketing Bud Light beer in the late 1980s. The Spuds MacKenzie mascot and campaign were created by a 23-year-old art director, Jon Moore. At the time he was working at Needham, Harper & Steers, a Chicago, Illinois, advertising agency. The dog first showed up in a Bud Light Super Bowl XXI ad in 1987.

The dog, portrayed by a female bull terrier named Honey Tree Evil Eye, did have some controversy. Shortly after Spuds' rise to fame it was learned that the dog, who was portrayed as male in the ads, was actually female. The ads were also the subject of attacks and calls for censorship by temperance-oriented groups. Soon after the ads were first aired in 1987, Senator Strom Thurmond began his own media campaign, claiming that the beer maker was using Spuds to appeal to children for the purpose of getting them interested in their product at an early age. By Christmas 1987, more legal action resulted from Budweiser's use of ads featuring Spuds dressed as Santa, which is illegal in states such as Ohio.



### IN THIS ISSUE

**Rob tells us more of Spuds Mackenzie...**

**Rob H tells us about Budweiser**

**...And there’s Rob too!**

**KEYWORD**

# Why I Named My Doll 'Robert Gottlieb Heileman'

**Rob Henning**

*Contributing writer*

When I used to watch the Heileman's Old Style beer ads on TV and listen to them on the radio as well, I heard these familiar slogans as "Pure brewed from God's Country," followed by, "Taste the difference Kraeusening makes." Since 1853 until 1998, the G Heileman Brewing Company was there up in La Crosse, Wisconsin City Brewery, where they make it now, Lacrosse beer, making Old Style move down to Milwaukee, after 20 years.

Back when Heileman first opened up in La Crosse in 1853, it was named for Gottlieb Heileman. The bad news, he never came to La Crosse to see the brewery, in which it was named for him because he was on a two year mission to find water to make that beer as we know now as Old Style. He ran the brewery until his passing in 1878.

Since then, until 1917, the same year we entered the first World War, his late wife Johanna, (Mrs. Gottlieb) Heileman, ran the brewery until her death. Now after the past generations of the Heileman family from the past.

Now since July 21 in 1985 prior to my 20th birthday, I have my Cabbage Patch doll, who was born in the same hometown, Lacrosse, Wisconsin where his parents, way back from the past left off.

His name, "Robert Gottlieb Heileman. That's his name, really, and we honor that name. He likes sports, like the badgers, Brewers, Bucks, Cubs, and the Packers. And when I die, and go to heaven, I'll take my little Heileman doll with me, and give my little one, as a swap to the Heileman family and they can thank me too, when I get up there.



**Rob showing love for Robert G Heileman the Cabbage Patch Doll. Rob often brings R.G.H. on his activities and with him to work when he needs.**

**KEYWORD**

## Special News Report...

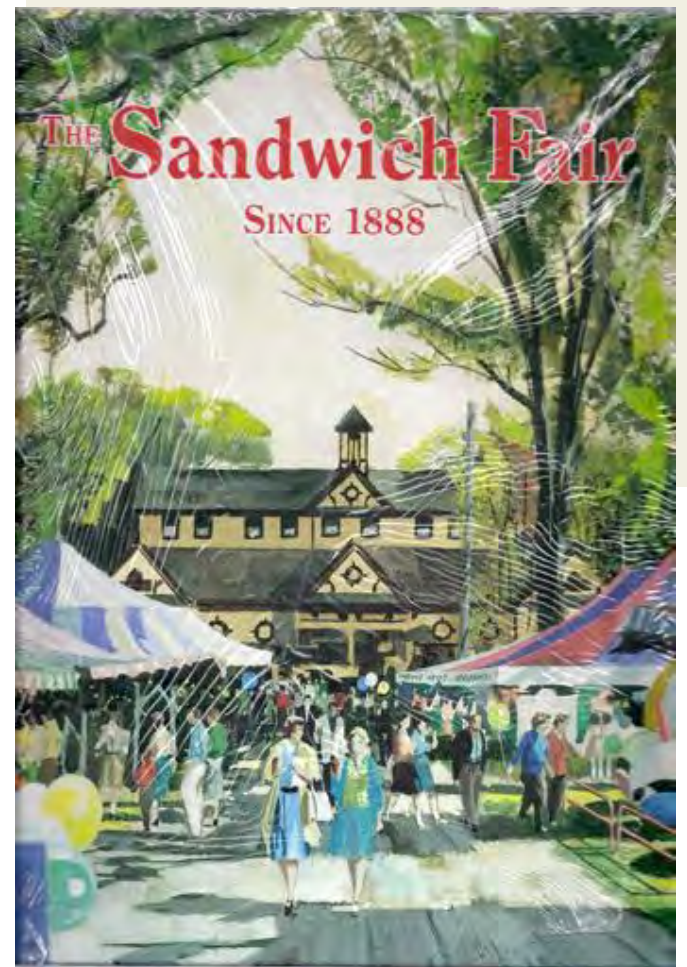
**Rob Henning**

*Contributing writer*

Until you hear anything about whether or not the Sandwich Fair would go on or not, just let everybody know, like the Open Door staff and clients, including your case manager, your other friends like, the men and women of the Sandwich chamber of commerce. The people from WSPY out on Frazier Road between Plano and Sandwich would let us know.

If it's cancelled, let's have a vacation before during and after labor day until 9/13/20. We would go to Wisconsin and Iowa. Towns like Lake Geneva, Milwaukee, Madison, Dodgeville, Dubuque, Quad Cities, Iowa City and Riverside then we come back here to Sandwich after all its glory.

Thanks to the health department from Springfield. Remember this, hear it from either WSPY or the SFA on the fate of the 2020 Sandwich Fair.



Planning will continue amid the COVID-19 pandemic for the 133rd Sandwich Fair set for Sept. 9-13 at the fairgrounds in Sandwich, according to a statement posted by Larry Dannewitz, president of the Sandwich Fair Association, on Sunday, April 26, on the association's Facebook page.

# A Budweiser/Bud Light Story

**Rob Henning**

*Contributing writer*

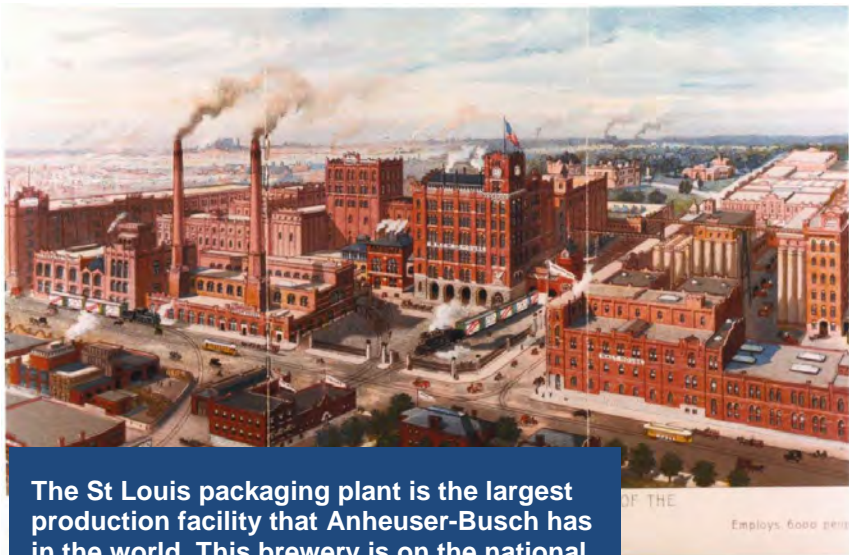
Back 33 years ago, I have a dog who was born in St Louis Missouri until he headed up here to the northern section of Illinois, just west of Chicago. His name is Spuds and he likes beers from St Louis based Anheuser-Busch Brewing Company, like Budweiser, Bud Light, Busch, Busch Light and Michelob Ultra.

However, in the summer of 1987, after I picked him up, he wasn't very pleased after the outcome from Chicago, that Old Style outsold Budweiser 3 to 1!

However, he likes sports as I do following 2 midwestern states, he loves the Missouri and Illinois teams.

Unlike my cabbage patch doll, he never cares for childrens programming. He likes the most in TV adult programming, especially sports. That makes him very happy. When I take Spuds to the opposite sides of our state, between Chicago and St Louis by ways of Bloomington-Normal and even Springfield, our capital city, he would jump for joy. In chicago he would see the Willis Tower, in Springfield, the Illinois State Capital Building and down in his birthplace, St Louis the 630 foot man made Gateway Arch as well.

I want to say to Spuds, "Spuds, this Bud's for you!"



The St Louis packaging plant is the largest production facility that Anheuser-Busch has in the world. This brewery is on the national register of historic places as well as it opened in 1852.

The brewery, opened in 1852 by German immigrant Adolphus Busch, is designated as a National Historic Landmark District. Free public tours of the brewery are given. The tour takes visitors through the complex, and those of the legal age can enjoy two free glasses of any Anheuser-Busch product in the Hospitality Room after the tour. Tourists can see beer being made and packaged in a working part of the brewery.

The company keeps a rotation of its famous Budweiser Clydesdales at its headquarters; the historic draft horses were originally used to pull wagons carrying beer in the 19th-century days of the company. Visitors to the brewery can observe the Clydesdales in their exercise field and see their places in the carriage house.

## Rob themed WordSearch!

S	Y	S	Q	Z	R	S	S	T	Y
F	L	D	P	V	W	R	B	G	G
Z	M	A	C	U	E	O	E	N	M
K	B	U	N	K	D	N	A	I	Y
H	B	T	C	I	P	S	R	N	I
S	T	A	Z	J	D	D	S	N	D
P	P	B	O	R	N	R	Q	E	W
A	R	L	A	Y	B	Y	A	H	S
U	C	K	Z	E	M	V	Z	C	P
R	O	B	E	R	T	F	U	C	Q

- BEARS
- CARDINALS
- CUBS
- HENNING
- PACKERS
- ROB
- ROBERT
- SPUDS

## Gentlemen, Start Your Engines!!!!!!!!!!!!!!!

**Rob Henning**

*Contributing writer*

Since I was little, I've been a fan of auto racing, from Bonneville salt Flats in Utah, where land speed records were broken from 1935 to 1970 and beyond all the way to Indianapolis in Indiana. Home of the Indianapolis 500 from 1911 to present and the Brickyard 400 since 1994. By the way of other car racing locations like Newton, Iowa both in Wisconsin like both Elkhart Lake and West Allis and right here in Illinois like Joliet.

And overseas in Europe like the LeMans Fance and Monte Carlo in Monaco too. I got videos on automobile racing both documentaries and movies such as "Winning", "LeMans", "The History of The Indianapolis 500, Vol 3" and videos on land speed record racing including the late Art Arfons and the late Dr Nathan Ostich, Craig Breedlove and even Richard Noble from 0 to 700 plus, so fast it can make you feel dizzy.



**Thanks for reading  
the Henning Herald!**

