

Geiger Bros.

Today, Geiger Bros. is the nation's largest family owned and managed Promotional Products distributor, but I became interested in the name as a manumark on old covers.

The company was founded in 1878, when brothers Andrew and Jacob took over their father's two-room print shop in Newark, NJ. A staff of 4 (the brothers, a printer, and a bookkeeper) produced a small line that included advertising calendars, fans, and greeting cards. The second generation brothers, Frank, Charles, and George, entered the company in the early 1900s. They added date books and diaries to their expanding line. Frank's two sons, Ray and Frank, joined the business in the 1930s. Frank led the firm into the distribution of advertising specialty products made by other companies *[and that's where the matchbooks come in]*. Meanwhile, Ray acquired the renowned Farmers' Almanac™ becoming its 6th editor and tireless promoter for 60 consecutive years. Ray and Frank moved the company to Lewiston, ME, in 1955. Since then, the Geiger facility has been expanded four times to its current 140,000 foot size. Two of Ray's sons manage the company today. Gene is CEO and President and Peter Geiger is Executive V-P and editor of the Farmers' Almanac. Under their guidance, the company has experienced unprecedented growth over the last decade and has earned numerous business and civic honors. Currently, it is leading the industry's push toward e-commerce. More than 500 employees work in Lewiston and in field offices supporting a sales force of some 450 promotional counselors in nearly every state. [<http://www.geiger.com/11About/110GeigerHistory>]

Apparently, Geiger Bros. didn't put out many matchbooks early on, although it is issuing many more today. I do the listing on Geiger Bros. covers and only have six older ones listed *[from the 1930s-1940s]*.

There are 33, total, currently listed, but I have a stack of unlisted...so I'd estimate 50-55, right now.

