

Jack R. Seher of Lake Cypress Springs (Scroggins), formerly of Dallas, died Monday, March 25, 2013, after a brief bout with cancer. He was 82. Mr. Seher was married nearly 58 years to the woman of his dreams, Annie (Hammond) Seher, whom he met and married in Milwaukee after serving in the [Army](#) during the [Korean War](#). They have two children, Robert Jack Seher and wife Dorie of Dallas and Kristine Ann Hughes and husband Brad of Rowlett, as well as four grandchildren, James Seher of Denton, Christopher Seher of Plano, Chad Hughes of Lufkin and Brianne Murray of Huntington, and two great-grandchildren. He was a Kappa Sigma fraternity member and marketing graduate of [Northwestern University](#) in Illinois and early in his career worked in advertising, playing a key role in the development of such popular ad campaigns as "You can't fool mother nature!" (Chiffon margarine) and "Who made the salad?" (Seven Seas salad dressing). Later in his career he transitioned into work as a commodities broker and worked for Merrill Lynch and himself. Mr. Seher was a popular youth baseball coach in North Dallas and a longtime supporter of the Milwaukee Boys and Girls Club, which was founded by his father, Irving J. Seher. He spent much of his youth at the club's Camp Whitcomb. Donations may be made to the club in Jack Seher's name at [www.boysgirlsclubs.org](http://www.boysgirlsclubs.org) Mr. Seher was preceded in death by his parents, Irving J. and Ethel M. (Frostad) Seher, and brother Bud Seher. He donated his body to research and no services are planned.