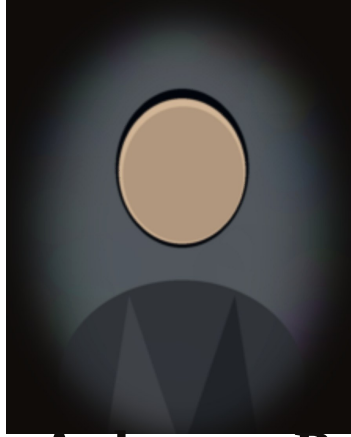




August Anheuser Busch Jr.

March 28, 1899 - September 29, 1989

St. Louis, Missouri

August Anheuser "Gussie" Busch Jr. - American brewing heir who turned Anheuser-Busch into a national power and kept the St. Louis Cardinals a civic religion - died in St. Louis, Missouri, on September 29, 1989. He was ninety. Born March 28, 1899, into the beer dynasty that his grandfather Adolphus had built, he learned the plant floors before the boardrooms, then steered the company through Prohibition's aftermath, wartime production, and the television age of Clydesdales and stadium nights.

He bought the Cardinals in 1953 when the team threatened to leave town, built Busch Stadium, and treated Opening Day like a municipal holiday with a beer baron's flair. The brewery's national expansion made Budweiser a shorthand for Midwestern confidence; Gussie's public style - horses, horns, and blunt talk - made the brand feel like a personality. He remained a St. Louis fixture long after younger executives handled daily operations.

His Grant's Farm world and city hospitals marked the end of a century-spanning family chapter. He died of pneumonia, leaving a skyline and a ballclub still bearing the family name.

Soulard and the South Side taught loyalty; advertising taught scale. He ran beer and baseball as if both were public trusts with private swagger.

He died in St. Louis on September 29, 1989. Somewhere a Clydesdale team is still turning a corner toward a packed stadium.

Busch's gift was civic showmanship - binding a product, a team, and a city into one parade. Notice Nearby keeps the death date so September 29 remembers the St. Louis baron who kept the Cardinals home.

Services

Died in St. Louis, Missouri, September 29, 1989. Anheuser-Busch executive; St. Louis Cardinals owner; civic booster.

NN-OBIT-2026-H193

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