

# 1988 August A. Busch, Jr.

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Well-known as leader of Anheuser-Busch, the world's largest brewing organization, August A. Busch, Jr. also had a special love for horses and horse sports.

"Gussie" Busch was MFH of the Bridlespur (Mo.) Hunt for more than 10 years. He owned several champion hunters, including Dausant, Spring Leaf, Stocking Stuffer and It's About Time.

While president of Anheuser-Busch, Gussie purchased Circus Rose which he later renamed, Miss Budweiser. Mr. Busch then became the first person in corporate America to donate a horse for use in the Olympic Games, starting a tradition which remains popular today. With Arthur McCashin riding, Miss Budweiser helped the United States win the Team Bronze Medal at the 1952 Olympics in Helsinki.

Mr. Busch's love of show jumping and belief in its potential as a spectator sport in this country moved him to help establish the sport's first national series of events, the American Grandprix Association. He was also instrumental in initiating show jumping's top competition, the Budweiser American Invitational, held annually in Tampa.

Perhaps the most lasting tribute to Gussie's love of horses is the high esteem that the world holds for the "Budweiser Hitch," the internationally-renowned team of Clydesdales made famous by this long-time head of the Busch family.

