



THE BUDWEISER CLYDESDALES – MARVELS OF MAIN STREET

The scene has become a familiar one throughout the years. No parade is complete without the world-famous Budweiser Clydesdales pulling a red, white, and gold beer wagon down a Main Street that comes to life with the cheers and applause of onlookers.

It was in 1933, shortly after the signing of the Cullen-Harrison Act effectively ending national Prohibition for beer when the Budweiser Clydesdales became a part of Anheuser-Busch. August A. Busch Jr. and Adolphus Busch III decided to present a hitch of the mighty horses to their father to commemorate the first bottle of post-Prohibition beer brewed in St. Louis.

Mr. Busch told his father that he bought a new car and asked him to step outside and take a look at the new vehicle. But instead of a Model "T," Mr. Busch's father gazed upon a Clydesdale hitch pulling a red, white, and gold beer wagon. The Budweiser Clydesdales were formally introduced to the nation on April 7, 1933 in St. Louis, Mo.

Realizing the advertising and promotional potential of a horse-drawn beer wagon, the company sent a second team by rail to New York City, where it picked up a case of Budweiser beer at New Jersey's Newark Airport. The beer was later presented to Al Smith, former governor of New York and an instrumental force in the repeal of Prohibition. From there, the Clydesdales

continued on a tour of New England and the Middle Atlantic States. The hitch even delivered a case of beer to President Franklin D. Roosevelt at The White House.

Before truck transportation was introduced in 1940, the horses, wagons, harness, and equipment traveled by train for long-hauls and then by local trucks to wherever the horses were stabled. Now, the horses travel in style aboard custom-designed tractor-trailers.

The Clydesdales travel to hundreds of appearances each year throughout North America and occasionally overseas to meet millions of cheering crowds and happy faces. Whether they're seen at a parade in Iowa or a rodeo in Texas, the Clydesdales are always a crowd pleaser. The Clydesdale hitches travel thousands of miles each year, and with each mile they cover, so continues the Anheuser-Busch tradition.

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