



# All the King's Horses: The Story of the Budweiser Clydesdales

*Steven D. Price*

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The syncopated tune "Here Comes the King" may bring beer to the minds of millions of Americans, but what they see is a stunning team of eight beautiful horses pulling a bright red beer wagon. The Budweiser commercials are among the most successful and popular in the world, and much of this success can be credited to the horses themselves--the champion Clydesdales, that most stylish of draft-horse breeds with their high stepping gait, their flashing white "feathered" feet, and thier colorful braided manes. Each year the Budweiser hitch makes hundreds of parade appearances throughout the country--at the Roses, country fairs, rodeos, race tracks, horse shows, and, of course, on national television. April 8, 1983, marks the fiftieth anniversary of the hitch, which was originally developed to celebrate the repeal of Prohibition, a gift from August A. Busch, Jr., to his father, a longtime horse lover who had lamented on the disappearance of multi-horse hitches, a noble and beautiful American tradition. Here are the Clydesdales in all their glory--photographed in full color especially for this book, at home, at rest in training, and on tour--one of America's most exciting and impressive symbols of quality and spirit.

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