



## Robert James Liebe

April 6, 1933 - December 23, 2022

Robert James (Jim) Liebe, Jr., died peacefully in Orlando, Florida on December 23, 2022 at the age of 89. Jim was born on April 6, 1933 to Bob and Alice Liebe in St. Louis, Missouri, and graduated from Christian Brothers College High School in 1951. He went on to study business at St. Louis University, graduating in 1955.

After graduation, Jim went into the family business, an on-field uniform garment decorating company founded by his father. His inquisitive and disruptive nature led to several cutting-edge advancements and innovations, reflected in the several patents that he held throughout the years. He was named the “Guru of the athletic lettering industry” by The Sporting News for being the first in the industry to apply team identifications without sewing.

After nearly four decades at the helm, Jim retired thirty years ago, leaving the family business to his children. In 2023, this third generation of leadership will seek to shepherd his legacy through the centennial of the founding of R.J. Liebe Athletic Lettering.

He met his wife Linda (Frank) Liebe in St. Louis and they married in February of 1965. Together they had five children, Robert James Liebe III (wife Christi and daughters Mary Jane and Molly Catherine), William Phillip Liebe (wife Emily and son William Augustus), Patricia Lawler Liebe (sons JT Starck and

John Robert Starck), Catherine Elizabeth Liebe (husband Norman Dellheim and daughter Mabry Warner Dellheim) and Timothy Talbott Liebe (wife Tracy).

An avid golfer, Jim's competitive nature was surpassed only by his love of the 19th hole, if simply to linger a little longer in the convivial camaraderie of friends old and new. In certain circumstances, new words were fashioned to describe the experience of being captivated by his legendary and prolific story-telling. No stranger to making friends, such was his magnetism that even outsiders felt immediately welcomed into his cobbled together coterie of close companions.

Jim also shared a passion for horses across several disciplines, ranging from thoroughbred racing to show events including hunter/jumper and cutting. His equestrian endeavors yielded significant results, with horses running and winning noteworthy races across eight states. At one point in time, the horn on his faithful Cadillac would announce his arrival, serenading listeners with the "Call to the Post."

Jim also founded the not-for-profit, Liebe Soccer Club, dedicated to "developing character through competition" in St. Louis. In 1986, the U-16 team competed for and won the prestigious D.J. Niotis Cup (now the US Youth Soccer Cup), the national championship for select soccer clubs. At its height, the Liebe Soccer Club fielded over 20 teams for both boys and girls across a range of age divisions. Several alums of the program continued on to play either collegiately or professionally.

Jim truly left an indelible mark, as he touched countless lives through his warmth, generosity, and loving nature. His indomitable spirit never waned, and his passing leaves a void felt by friends and family both near and far. May his spark be reflected in the words and deeds of those whose lives he illuminated.

A celebration of life will be announced at a later date.

In lieu of flowers, the family wishes memorial contributions be directed to:  
Academy of St. Louis, 505 St. Josephs Lane, Manchester, MO 63021. [https://  
acadstl.org](https://acadstl.org)

# Tribute Wall

CB

“ *Just impossible to summarize the 70 years I was privileged to call this larger-than-life man my Uncle Jim. He was with us for every family celebration and he brought the fun! He taught me to make scrambled eggs with Velveeta cheese and drive the pontoon boat. He took me and my sister skiing in Vail when we were young teens, though you can't call my attempts "skiing!" He was there for all the fun times, and I could count on him in the not so fun as well. Such wonderful memories, and I know they are shouting "Timber" in Heaven!*

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**Cathleen Binz Beier** - February 06, 2023 at 02:16 PM

TL

“ *2 files added to the tribute wall*



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**Tracy Gellman Liebe** - December 31, 2022 at 06:46 PM

SR

“ Our thoughts and prayers are now with the Liebe family and friends of Jim Liebe. From what we understand, Jim lived his life as an innovator and a dreamer. With immeasurable creativity, ingenuity and passion, Jim achieved the goals he set obviously mindful of what would be beneficial for his family and the community. From what we observed, so many lives are better for his charitable spirit , and just to be in the same room, his contagious spark was inspirational to so many. His memory will live on forever, providing comfort to his devoted wife Linda, his children, grandchildren, friends and extended family. With Love, Steven and Jacklyn Rosen

Steven E Rosen - December 31, 2022 at 05:17 PM

JS

“ Very sorry for your loss, Tim and Liebe family. Your dad's obituary is awesome. What a great life and guy! And a CBC grad! I was proud to wear the Liebe logo and to know him. Be well old friend. My sincere condolences Liebe family. - John SanFilippo

John SanFilippo - December 30, 2022 at 08:16 AM

MM

“ To Linda and Family  
So sorry to hear of Jim's passing. What wonderful memories I have of Jim and my Dad Harry Hughes. Years of working together and his generosity  
to my Mom when my Dad passed away in 1982. I will never forget his  
huge smile and huge heart.  
Mary Hughes Mulvihill

Mary Mulvihill - December 29, 2022 at 10:43 PM

KS

“ *The Hughes family wishes to express their sorrow at Jim’s passing. He was our dad’s business partner and best friend. He took care of my mother for many, many years after our dad’s passing in 1982. We offer our prayers and support to your family. He was a great and colorful man!!*

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**Kathy Hughes Schaeffer** - December 29, 2022 at 10:35 PM

BS

“ *My name is Buffy and I worked for many years at The Missouri Bluffs golf club where Jim would come and play alot of golf there with his good buddy Mink.plus his 3 sons would come and play too.Jim was always very pleasant and sweet. I liked his company and a great customer..I will miss him.God Bless*

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**Buffy Stallard** - December 29, 2022 at 09:18 PM

RM

“ *Big Jim was a great man of many talents. He tried to make sure everything was perfect. Greatly respected by all who knew and worked for him. Blessings to his family during this time.*

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**Russ Moore** - December 29, 2022 at 08:25 PM

JM

“ *He was a great friend through high school, college and all the years after. Always ready to help. God bless the Liebes. Jack Moore family.*

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**jack moore** - December 29, 2022 at 05:14 PM

SM

“ I went to work at Liebe company in 1985 on a part time basis. Mr. Liebe was an amazing boss - both kind and scary. I worked there for 30 years and owe the Liebe family for so much. They were with me when I lost both of my parents and several surgeries. It was a great place to work.

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**Sue Marten** - December 29, 2022 at 02:08 PM