



William Edward Bayer

November 26, 1924 - July 4, 2025

William Edward (Bill) Bayer of Houston passed away July 4, 2025 at the age of 100. Bill was born November 26, 1924, in Covington, Kentucky to Edward and Katherine Bayer. He is preceded in death by his wife Dorothy of 69 years of marriage, his parents, and his three siblings (Sis Hood, Dot Grimes, and Bob Bayer). He is survived by his children, William E. Bayer, Jr. (Emilia), Barbara Hassig (Edward), Jeffrey Bayer (Chris), and Amy Beale (Paul). He is also survived by his 9 grandchildren, Melissa Cullum (Brandon), Jennifer Hassig (Alexis), Lindsey Miller (Kurt), Jaime Taylor, Courtney Allen (Jake), Kelly Wilson (Nathan), Elyse Bayer, Chadd Thompson, and Travis Bayer (Dorothy). He is also blessed with 14 great grandchildren.

Bill grew up in Ft. Mitchell, KY and graduated from Beechwood High School where he lettered in basketball. Upon graduation in 1943, he entered the U.S. Air Corps as an Aviation Cadet. He was trained in Texas and received his Pilots Wings in August, 1944. While serving in Europe during World War II, he flew 16 missions in a B-26 Martin Marauder, a twin engine bomber. Bill often joked that he got his pilot's license before his driver's license. Following his discharge in June, 1946, he enrolled in Xavier University. In 1949, he graduated from Xavier University with a degree in accounting. June 11, 1949, Bill married the love of his life, Dorothy Mae Lahm.

Calling it "the only full-time job I've ever had", Bill joined The Kroger Co. in September of 1949. His initial training was in the Cincinnati division where he became store manager in less than a year. In 1953 the company sent him to

Michigan State University in Lansing with wife, Dorothy, and two toddlers in tow. He came away with his masters in food distribution. After graduation in 1954, he returned to Cincinnati to Kroger's grocery department as sales promoter. In 1958, he was transferred to Charleston, WV as assistant grocery merchandiser. In 1960, he embarked on one of his most enjoyable experiences with Kroger. The company was entering the Twin Cities market and selected him among the initial startup group in Minneapolis-St. Paul. He was in charge of grocery merchandising, advertising and sales promotion. He was transferred in 1965 to the Houston office as the Head of Merchandising for the southern region. He worked in Houston until he retired in 1986. During that time, he was offered other promotional transfers that he turned down. He decided that he had moved his wife and four children for the last time.

Bill's favorite hobby was golf, golf and more golf! He played every weekend with his friends and sometimes they even played 54 holes. He played in several Houston Open Pro-Ams and his "biggest thrill" was playing with Jack Nicklaus in 1977. He always enjoyed dining, special events, and playing bridge and poker with his friends at Oak Park Retirement Resort. Bill was also an avid Astros and Texans fan. He also liked drinking a craft beer while watching the games.

Bill and Dorothy were members of St. John Vianney Catholic Church. Bill's faith was very important to him. In his later years, he still watched weekly mass on television, said his rosary regularly, and had the deacon bring him weekly communion. Bill loved his family above all else and always gave more than he ever asked for.

A private family Mass of Christian Burial will be held at St. John Vianney Catholic Church 625 Nottingham Oaks Trail Houston, TX 77079. William will be laid to rest with his wife, Dorothy, at Houston National Cemetery. In Lieu of flowers please consider a charitable donation in his memory to St. John Vianney Catholic Church or St. Jude Children's Research Hospital.

Tribute Wall



“ I was your dad’s mailman for many years . When I saw him, he always greeted me with a smile. We talked a lot mostly about Amy and how I used to ring the door and run away. He was a very nice man and treated well . Sorry about your loss. Jimmy Viscardi

james viscardi - July 16, 2025 at 11:54 AM