

Weather Forecast

Nice again
Friday.

(Complete Forecast on Page 2A)

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ST. JOSEPH, MO., THURSDAY EVENING, JANUARY 29, 1976

ST. JOSEPH NEWS-PRE

Brewing era here ending after

By DAVID R. BRADLEY JR.

William C. Miller will brew his last batch of beer Friday.

And the aroma of malt being cooked with hops will sift over the city for the final time.

For the first time in more than 126 years, St. Joseph won't have a beer-brewing facility.

Pearl Brewing Co. of San Antonio, Tex., tomorrow will initiate the first phase in shutting down the brewery at 6th and Albenmarle. Within two months, all major operations at the plant are expected to grind to a halt, Howard Nagle, manager, said.

Miller and 175 fellow workers will be out of a job. In addition, the can-producing plant next door will close its gates to about 35 employees.

"A lot of them feel like it's pretty rough," Miller, 59, said. "For the biggest majority, that's all they've done all their lives."

Miller said he will reap unemployment benefits, or "sit-down pay," for the time being.

"I've worked a steady 39 years," he

added proudly. "I can sit down for a while."

The fate of the brewery complex is unknown, Nagle said.

Several people have shown interest in buying various buildings, he said, adding, "We want to sell it as a package."

Much of the brewing equipment will be shipped to San Antonio, and the rest will be scrapped, he said.

The buildings will probably be sold for storage facilities or perhaps a small manufacturing plant, Nagle said. But he shook his head to the idea of another brewery being located there.

Modern, efficient breweries should be four times the size of the operation here, Nagle said. Last year, the brewery operated at less than half its capacity, producing about 500,000 barrels.

"There's no one in the brewery that feels worse about the brewery closing than I do," Nagle said. He noted that his father Clarence, brother Raymond and he combined have put in 137 years of their lives at the brewery.

"No one in St. Joseph had anything to do with the decision to close the

brewery," Nagle said, made by corporate officials.

Only six persons from plant will be transferred to office, Nagle said.

About 40 employees are eligible for early retirement, he said. Pearl has hired help place the rest of the

"About 10 per cent of placed or found other jobs," Nagle said.

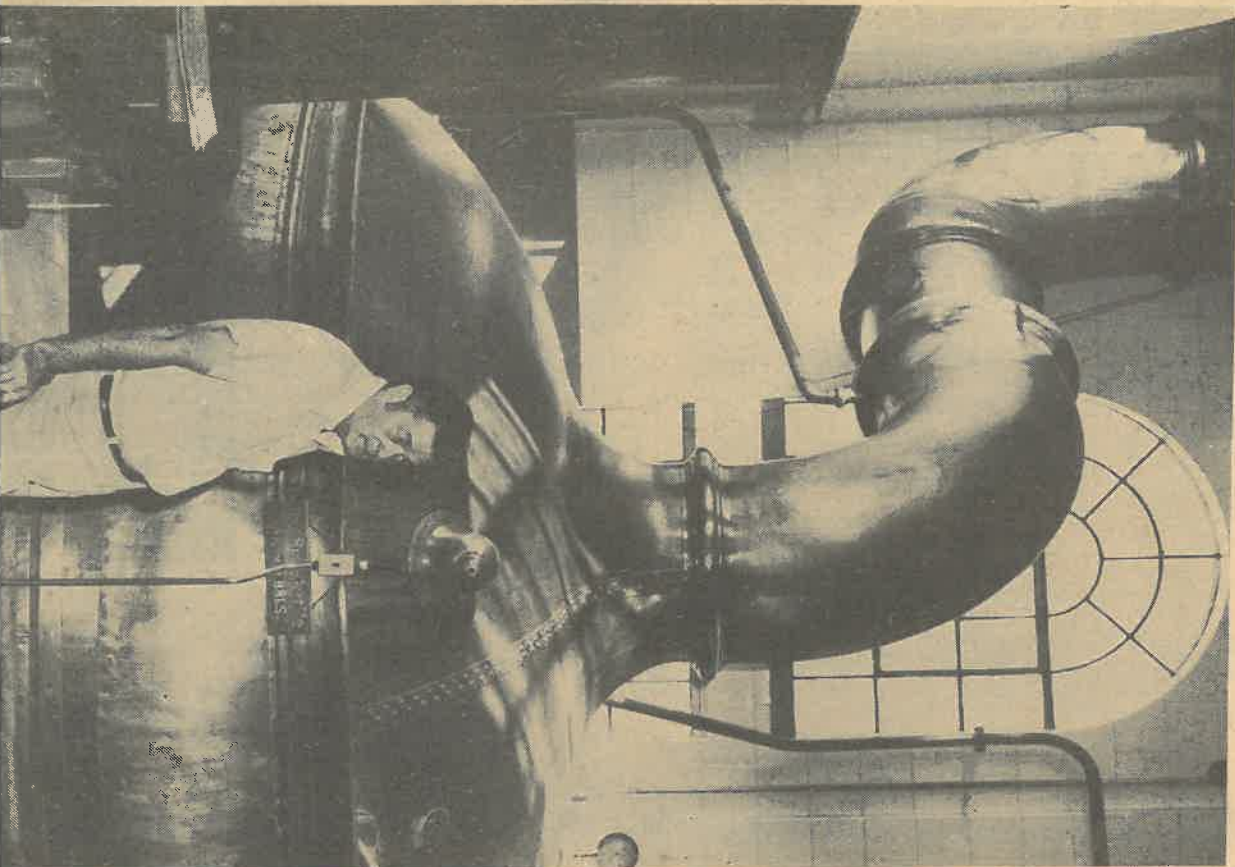
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Pearl Brewing purchased M.K. Goetz Brewing Co.



NEWS-PRESS

NING, JANUARY 29, 1976

38 PAGES

FOUR SECTIONS

FIFTEEN CENTS



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Only six persons from the St. Joseph
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tonio office, Nagle said.

About 40 employees have reached 55 and
are eligible for early retirement benefits,
he said. Pearl has hired a consultant to
help place the rest of the workers.

"About 10 per cent of them have been
placed or found other jobs on their own,"
Nagle said.

"Cooperation from local people has
been great," he added. "Very few have
gone out of town."

Cary L. Stevenson, a 42-year veteran in
the plant's brewhouse, said most
employees feel "terrible" about the clos-
ing. "Everybody is going to miss it," he
said.

Although jobs are "scarce" here, most
employees and their families will stay.
Stevenson said.

"Most of the people like St. Joe,"
Stevenson said. "They'll leave only if
they're forced to."

Pearl Brewing purchased in 1961 the
M.K. Goetz Brewing Co., a firm with a

distinguished career that dated back to
1859.

St. Joseph once boasted 10 breweries.
Joseph Kuehle, a German, built the first
one in 1849 on Charles, between 7th and
8th.

The Goetz family left their mark on
brewing history with the introduction of
one of the first and most successful near
beers in the 1920s. The beer conformed to
Prohibition standards with less than .5
per cent alcohol content.

The plant is still brewing about 15,000
barrels of near beer yearly — one of its
most profitable items, Nagle said.

The Goetz firm passed another miles-
tone in the 1940s with the introduction of
Country Club malt liquor. The product is
distributed in 44 states and was a long-
time leader in the malt liquor field.
Country Club has since dropped to No. 3
in malt liquor sales.

Despite the closing, Nagle said he
thought the general morale of the
employees was good.

"As late as last week, we were still
setting production records," he boasted.
"That says a lot for the employees."

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1-29-76



Final brewery output

Howard Nagle, plant manager, shows some of the 10 million beer cans that will be filled before the brewery closes completely in March.

'prisoners' at hotel

remain under the constant watch of U.S. marshals if seated for the trial, which is expected to last at least five weeks.

The jurors can expect to have all telephone calls monitored, reading material screened and the television or radio plug pulled to prevent their being influenced by trial publicity, Carter said.

They may attend church on Sundays but only under escort of a U.S. marshal.

Twelve jurors and four alternates will be chosen. All will be sequestered.

When selected, the jurors will be "taken into the custody of the (U.S.) marshal, who will keep them at a convenient and quiet place, free from interference," Carter told the original group of potential jurors Tuesday.

They will be free to socialize among themselves, so long as they avoid mention of the case.

"There are a lot of things in the world to talk about (aside from this case)," Carter said. "The world is yours."

Reservations for the jurors have been made at an unnamed "nearby hotel," Carter said. While there, jurors will be allowed family visits on weekends but will not be allowed to meet alone with family members.

Jurors will not be permitted to have telephones, radios, or televisions in their own rooms. Phone calls will be made from a single monitored telephone, while radio and television entertainment will be provided in a single room where a marshal will stand ready to pull the plug whenever the Hearst case is mentioned.

Other "suitable entertainment" will also be arranged for the jurors, Carter said, but it, too, will be under the watch of marshals.

Thirty-six of the 74 prospective jurors remaining from the first batch of 114 were questioned by Carter on Wednesday in a session closed to news media and most of the public. The judge, who had hoped to seat a jury by Wednesday, said he expected to have a jury by Friday.

Mothers help sons become chauvinists: psychiatrist

CHICAGO (AP) — Mothers may be partly responsible for making male chauvinists out of their sons, a California psychiatrist suggests.

And, says Dr. Sherwyn M. Woods, he has found that some women are unhappy when their husbands, after psychotherapy, give up their superior attitudes and behavior.

Woods, from the University of Southern California, reported in the January issue of the Archives of General Psychiatry on 11 men treated for problems in their relationships with women.

The men, aged 21 to 46, were well-educated and included several physicians. Four were married and two were divorced or separated.

"Male chauvinism is not simply a problem of men," Woods said in the American Medical Association publication. "Women too may share the cultural bias or neurotically driven attitudes."

For the 11 patients he treated with psychoanalytic therapy, he said, "It was most often their mothers who directly or indirectly taught or supported the idea that adequacy as a man meant dominance and superiority over the woman."

The mothers often unknowingly taught their sons that their husbands were not chauvinistic enough, he said.

Usually, there's a noticeable improvement in social and sexual relationships after the patient has dealt with the conflicts which cause him to be chauvinistic, Woods said.

But in some cases, "wives and long-time partners became increasingly emotionally upset as their men stopped relating to them in the previous manner," he said.

These women, the psychiatrist said, had chosen male chauvinists to meet their own emotional needs and felt threatened when their partners started treating them as equals.

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Farm co-op takes over Pony Express b

W-F 12-14-03

By JENNIFER MANN
Knight Ridder

OLATHE, Kan. — Shoppers are used to seeing the "100 percent farmer-owned" label on products in the grocery store, but it's a strange sight to see on a beer truck.

That phrase is prominent on delivery trucks for Pony Express Brewing Co., the Olathe microbrewery resurrected earlier this year by TransCon AG, an agricultural cooperative with 150 members.

Mike Cook, a member of the Belton-based co-op and brewery operations officer for TransCon, said the organization, formed in May, was looking for products to add value to the crops grown by its members.

"And one of those added-value

products was beer," Cook said.

Year in and year out, Cook said, farmers get about \$3 for a bushel of wheat. Holding a bottle of Pony Express Rattlesnake Pale Ale, Cook said, "That same bushel of wheat in this beer is worth roughly \$35."

The Pony Express microbrewery was started in 1995 but closed in mid-2002. Another member of TransCon had been one of the original investors in Pony Express, which is how the co-op was aware of the opportunity.

Cook said he didn't know of any other U.S. microbrewery that was 100 percent owned by a farm co-op. One of the benefits, he said, is the quality control that comes with using grain provided directly by the growers.

Pony Express has the capacity to brew about 15,000 barrels

annually. At 13.5 cases per barrel, that's 202,500 cases of beer, or almost 4.9 million 12-ounce bottles. The area's big regional brewer, Boulevard Brewing, produced 63,000 barrels last year.

As a microbrewery, Pony Express is part of the craft-beer industry, which also includes brewpubs, regional specialty breweries and contract brewing companies.

In 2002, the craft beer industry brewed up 6.3 million barrels of beer, up 3.4 percent from the previous year. Despite the increase, craft brewers are a drop in the barrel at just over 3 percent of the almost \$205 billion in beer sold last year in the United States.

The industry was led by domestic producers such as Anheuser-Busch and Miller

Brewing with 85.7 percent of the market, and imports at 11.3 percent.

Pony Express products include Pony Gold and a holiday beer, Blizzard Ale. It is distributed in Missouri and Kansas and sold at Arrowhead and Kauffman stadiums.

With the microbrewery industry in the United States starting to level out, Cook said the big opportunities for Pony Express beckon from China, "and as the first to

market in China, we're able to define what microbrewed beer is."

As a member of the marketing team for another agricultural concern, NeCo Seeds, Cook has built relationships in Asia over many years, visiting China and other parts of Asia three or four times a year.

In China, Cook said, "you don't go in green and try to start doing business — you build relationships and then you do business."

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In China, Cook said, "you don't go in green and try to start doing business — you build relationships and then you do business." One of the big attractions for

China is that Pony Express uses soybeans.

"The U.S. consumer doesn't really care if soy is in the beer, but it's a big part of the Chinese diet," Cook said. "It doesn't affect the flavor, but it does provide all the attributes soy is known for."

Because the cost of transporting the beer to China adds so much to the end price, Pony Express is going for a small sliver of China's upscale market through restaurants and hotels.

Hobby Lobby stores are closing in February, taking 100 jobs with it. Plans for the Atlanta store were not announced.

Kmart does not plan to replace the stores in those markets, Pagnani said. "We'll look to open new stores again in 2005," he said. "We don't have any locations currently planned."

the 630,000-square-foot building expires in February. The closing will put 250 hourly employees and 40 managers out of work.

Also last week, Kmart laid off 120 employees at a distribution center in Wayne County's Canton Township.

Earlier this morning, the company stopped selling its racy Christmas catalog, saying its stores needed the shelf space for a new fragrance line.

In a release late Tuesday, the company said it would replace the A&F Quarterly catalog with a new promotion.