

FREE

Milwaukee Calendar

VOL. 1

MARCH 1-15

NO. 3



HEAT WAVE '78...

Thursday, March 2nd \$100 Dance Contest

Friday, March 3rd \$300⁰⁰ in Bar Tabs

Saturday, March 4th Win a trip for two to the Marlin Beach Hotel in Ft. Lauderdale.

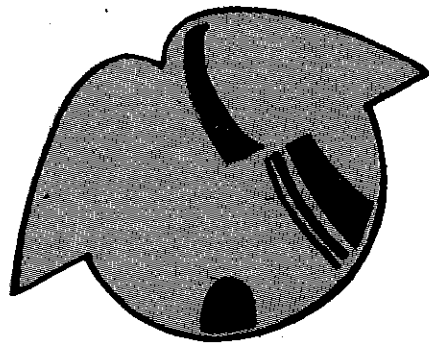
Sunday—Super Buffet Moves to the Islands With an Incredible Feast and Sunday Night Beach Party with \$100⁰⁰ Swimsuit Contest.

THURSDAY MARCH 16th

OUR

GREEN AND WHITE PARTY

A special St. Patrick's Day Party with a BUFFET and SURPRISES all night long. Please wear Green or White to help us this incredible night.



KISSELS

Milwaukee's Gay Experience

132 E. Juneau

271-2002

Open Daily 8 p.m. — Disco at 10

Sunday 5 p.m. — Disco at 5

W the 1st

E
D
N
E
S
D
A
Y

Buffet 5-7... **Wreck Room**

Beer Bust \$2 8-1... **Sugar Shack**

Lucky Shot 4-2... **Finale**

Free V.D. Exam & Treatment 7:30-10:30 pm... **G.P.U.**

Farwell Center

Tap Beer 30¢ 9-12... **Ball Game**

Heat Wave Party... **Kisses**

Beer Bust, All You Can Drink Beer, Wine or Soda \$2... **Baron**

Live Disco 10-2... **Kisses**

Live Disco 9-2... **Baron**

Disco by John 5-2... **Your Place**

Leather-Levi Nite... **Wreck Room**

Live Disco 8-2... **Factory (On Broadway)**

Editor's Copy

When this magazine was in the planning stage a couple of month's back, one of our worries was that Milwaukee might not have enough Gay activities going on to keep the Calendar full. Milwaukee, after all, has never carried the reputation of being a Gay Paradise, such as San Francisco. With this in mind, we had hoped that by listing the events and activities that were taking place, and promoting them, we could increase participation and attendance. Accomplishing this, we further hoped that more would be planned, and Milwaukee's Gay Community would benefit.

With this, our third issue, we are realizing that we were wrong. There are not just a few things going on in Milwaukee. There are a great many things for a Gay person to do in this city on any day of the week.

Each Calendar issue covers a fifteen day period. In this issue we list over one hundred and fifty things to

do during that time, and we don't claim to have covered everything. A Gay person in this city has many options to choose from; he or she can, for example, see free movies, go to live shows offering top name entertainment, i.e. Grace Jones at the Baron; dance at any of our fine bars, cruise on to any of our four excellent Disco bars; attend Gay breakfasts and brunches; go to talent shows; take advantage of the many discount specials offered at the bars; join a pool league, a bowling league or a softball league; go to costume parties, fish frys', sing along cocktail hours; etc. Our three fine bath-houses compare well with others in the country, and our Gay restaurants are excellent.

You don't have to drive to Chicago, dream of San Francisco or plan a trip to New York to meet someone or have a good time. We have it here already! Milwaukee is a good place for a Gay person to live and it is getting better all the time.



124 N. Water St.

T the 2nd
H Free V.D. Examination 7:30-10:30 pm... **G.P.U. Farwell**
U **Center**

R Gary & Gerry Play 9-1... **M&M**
S Heat Wave Party... **Kisses**
D Movies 10-12... **Club Baths**
A Live Disco 9-2... **Baron**
 Spin the Wheel 11-2... **Wreck Room**
 50¢ Nite, Weel Drinks or Beer 50¢... **Factory (On**
Broadway)
 Live Disco 10-2... **Kisses**
 Disco by John 5-2... **Your Place**
 Live Disco 8-2... **Factory (On Broadway)**

F the 3rd
R Grace Jones Sings LIVE 11:00 pm... **Baron**
I Nickel Beer 7-10... **C'est La Vie**
D Fish Fry 5-10... **Beer Garden**
A Free V.D. Exam 7:30-10:30 pm... **G.P.U. Farwell Center**
 Heat Wave Party... **Kisses**
 Disco Mania... **Baron**
 Live Disco 10-2... **Kisses**
 Live Disco 8-2... **Factory (On Broadway)**
 Mr. Ric's Serving After Hours Food 10-3... **Mr. Ric's**
 Disco by John 5-2... **Your Place**

S the 4th
A Grace Jones Sings LIVE 12:00... **Baron**
T Continental Breakfast 8-10 am... **Club Baths**
U Hot Disco Music Nite... **Baron**
R Nickel Beer 7-10... **C'est La Vie**
D Live Disco 8-3:30.. **Factory (On Broadway)**
A Surprise Nite, Discounts by the Hour.. **Sugar Shack**
 Disco by John 2-2:30... **Your Place**
 Heat Wave Party... **Kisses**
 Mr. Ric's After Hours Food 10-4... **Mr. Ric's**
 Live Disco 10-3:30... **Kisses**

WRECK

O
O
M



266 East Erie Street
Milwaukee
Phone 278-9332

Enjoy Foot Stomping Music with Ridgerunner John
 Sundays from 9:00 PM to 1:00 AM

Open 5 PM Daily, Saturday, Sunday & Holidays open 2PM

THE Beer Garden

3743 W. VLIET • MILWAUKEE, WI
344-5760

OPEN 7 DAYS A WEEK

LUNCH FROM 11 AM

<p>SUNDAY Brunch 11-4 p.m.</p>	<p>TUESDAY Beer Mug Night</p>	<p>FRIDAY Fish Fry 11a.m.-10p.m.</p>
---	--	---

S the 5th _____

- SUNDAY**
- Continental Breakfast 8-10 am... **Club Baths**
 - Sunday Brunch 1-5... **M&M**
 - Pool League 2-7... **Sugar Shack**
 - Hot Dog Disco 3-6... **Your Place**
 - Sunday Brunch 11-4... **Beer Garden**
 - Super Sunday Buffet and Tea Dance 5:00... **Kisses**
 - Gay Bowling League 6:30... **Oriental Lanes**
 - John Plays 6-9... **Your Place**
 - Nickel Beer 5-2... **C'est La Vie**
 - Heat Wave Party... **Kisses**
 - Live Disco 9-2... **Baron**
 - Disco by John 3-2... **Your Place**
 - Ridgerunner John Plays 9-1... **Wreck Room**
 - Gary & Gerry Play 7:30-11:30... **M&M**
 - Live Disco 5-2... **Kisses**
 - Free V.D. Testing 5-8 & 11-2... **Kisses**
 - Live Disco 8-2:30... **Factory (On Broadway)**

You Can't Beat the Food or the Prices

Celebrate Ed's Birthday—Free Buffet 10-1 AM March 1st



- ★ Fine Dining
5-10 PM Mon.-Sat.
- ★ Steak Dinner for Two
Saturdays — \$9⁹⁵
- ★ After Hours Food
Mon.-Fri. 10 PM-3 AM
Saturday 10 PM-4:30 AM
- ★ Major Credit Cards
Accepted
- ★ Free Parking
After 5PM Across the
Street at 1st Federal

Mr. Ric's

714 North Broadway
271-2020

Mention this ad and receive 20% off after 1:00 AM.

THE FACTORY

On Broadway

?

Broadway Health Club

?

Yes,

we're open

THE FINALE

808 East Center St.

"It's a Bit of Nostalgia"

4:00 P.M. to 2 A.M. Sun.-Fri./6:00 P.M.-3:30 A.M. Sat.

The Finale Word Search #3 "Name Your Poison"

NHUCYPELUJRM
ACCSODAYYZAA
TTDURLDUBOCR
TOOBBDLOPAET
ACNAOAUINGDI
HSRTRRLGNEIN
NAEJBFOIBSSI
AKPORCTEBOVG
MDNBYSSEMURBV
VOTTERAMALEJ
BVSWEETELMIG

There are 30 drinks requested by patrons of the Finale hidden in the below puzzle. Find 25 of them and the Finale will reward you a free house drink of your choice. (Limit one puzzle per customer, offer expires March 15th, 1978).

M the 6th
O Movie Nite 8:30-2... **Factory (On Broadway)**
N Nickel Beer 5-2... **C'est La Vie**
D G.P.U. Meeting 8:00 pm, Public is invited... **G.P.U. Farwell**
A **Center**
Y Live Disco 10-2... **Kisses**
Recreation Nite, Games Galore 7-2... **Sugar Shack**
Live Disco 9-2... **Baron**
Disco by John 5-2... **Your Place**
Levi-Leather Nite, Lockers \$1... **Club Baths**

T the 7th
U Beer Bust 7-till... **Beer Garden**
E Wynne Plays 9-1... **M&M**
S Live Disco 9-2... **Baron**
D Tuesday Nite Special, all you can drink wine & soda \$2, 8-2...
A **Factory (On Broadway)**
Y Live Disco 10-2... **Kisses**
Talent Nite, Cash Prizes 9:00... **Sugar Shack**
Disco by John 5-2... **Your Place**
Buddy Nite, \$2 each for couples... **Club Baths**
Live Disco 8-2... **Factory (On Broadway)**

W the 8th
E Lucky Shot 4-2... **Finale**
D Buffet 5-7... **Wreck Room**
N Beer Bust \$2, 8-1... **Sugar Shack**
S Tap Beer 30¢, 9-12... **Ball Game**
D Leather-Levi Nite... **Wreck Room**
A Live Disco 8-2... **Factory (On Broadway)**
Y Disco by John 5-2... **Your Place**
Live Disco 10-2... **Kisses**
Live Disco 9-2... **Baron**
Free V.D. Exam & Treatment 7:30-10:30 pm... **G.P.U.**
Farwell Center

T the 9th
H 50¢ Nite, Well Drinks or Beer 50¢... **Factory (On**
U **Broadway)**
R Gary & Gerry Play 9-1... **M&M**
S Spin the Wheel 11-2... **Wreck Room**
D XXX Movies 10-12... **Club Baths**
A Live Disco 9-2... **Baron**
Y Live Disco 10-2... **Kisses**
Live Disco 8-2... **Factory (on Broadway)**
Disco by John 5-2... **Your Place**
Free V.D. Exam 7:30-10:30 pm... **G.P.U. Farwell Center**

F the 10th
R
I Fish Fry 5-10... **Beer Garden**
D Disco Mania... **Baron**
A Disco by John 5-2... **Your Place**
Y Live Disco 10-2... **Kisses**
Nickel Beer 7-10... **C'est La Vie**
Live Disco 8-2... **Factory (On Broadway)**
Free V.D. Exam 7:30-10:30 pm... **G.P.U. Farwell Center**
Mr. Ric's After Hours Food 10-3... **Mr. Ric's**

SIDE BOARD

124 N. Water
347-9662

"Serving fine food and beverage"

Monday-Sunday 5 to 11 pm
Sunday 1 to 10 pm

Reservations
Requested

S the 11th
A
T Continental Breakfast 8-10 am... **Club Baths**
U Nickel Beer 7-10... **C'est La Vie**
R Surprise Nite, Discounts by the Hour... **Sugar Shack**
D Live Disco 8-3:30... **Factory (On Broadway)**
A Live Disco 10-3:30... **Kisses**
Y Hot Disco Music Nite... **Baron**
Disco by John 2-3:30... **Your Place**
Mr. Ric's After Hours Food 10-4... **Mr. Ric's**

Follow the crowd to the

St. Patrick's Day Party

Thursday March 16th

\$100⁰⁰ cash prize to
the person in the
best St. Patrick's Day
theme costume. It's
the "wearin' of the
green" for \$100
cash.

have a great evening on March 16th.

The

BARON

Door prizes will be
awarded all evening

and

The **Baron's**
fabulous buffet will
be served between
11:00 & 12:00
midnight.

Baron
625 East St. Paul
Milwaukee
276-8760

The festivities begin at 9:00 pm.

— all gaily decorated for St. Patrick's Day

Alternate Sunday Gay Bowling League

Standings as of 2/19/78

1. M&M Big Ones	57/27
2. Fearsome 4-Some+1/Beer Garden	53/31
3. Turkeys II/Finale	52/32
4. M&M Melters	51/33
5. Blue Goosers/Beer Garden	50/34
6. 4-Skins+1/Entertainers Club	49/35
7. This Is It!	47/37
8. Sludge/The Imagine Club	45/39
9. Woodpeckers/Finale	42/42
10. Tuff N' Terribles/Finale	40/44
11. Rebels/Finale	40/44
12. Ers or Ees/Finale	39/45
13. Hot Buns & Honey/Finale	29/55
14. Holy Rollers/Finale	28/56
15. Bowling Beauties/Beer Garden	27/57
16. Sugar/Sugar Shack	25/59

Bowler of the Week recognition goes to Rick of the Finale's Ers or Ees, for a terrific 642 series. Congratulations Rick!! (Soft ball Fans know how good Rick is at placing a ball, at least they would if they ever had to face him on the pitchers mound. Rick was voted Most Valuable Player on the Finale-Satyr's Soft ball Team, for his pitching abilities.)

The M&M Melters must have been feeling a few of the splinters, when the Finale's Woodpeckers got through with them. The Woodpeckers defeated the 1st place Melters 7/0, pushing the Melters down to 4th place.

S the 12th U N D A Y

Continental Breakfast 8-10 am... **Club Baths**
 Sunday Brunch 11-4... **Beer Garden**
 Hot Dog Disco 3-6... **Your Place**
 Pool League 2-7... **Sugar Shack**
 Sunday Brunch 1-5... **M&M**
 Super Sunday Buffet and Tea Dance 5:00... **Kisses**
 John Plays 6-9... **Your Place**
 Ridgerunner John Plays 9-1... **Wreck Room**
 Nickel Beer 5-2... **C'est La Vie**
 Wynne Plays 7:30-11:30... **M&M**
 Live Disco 5-2... **Kisses**
 Free V.D. Testing 5-8 & 11-2... **Kisses**
 Live Disco 9-2... **Baron**
 Live Disco 8-2... **Factory (On Broadway)**
 Disco by John 3-2... **Your Place**

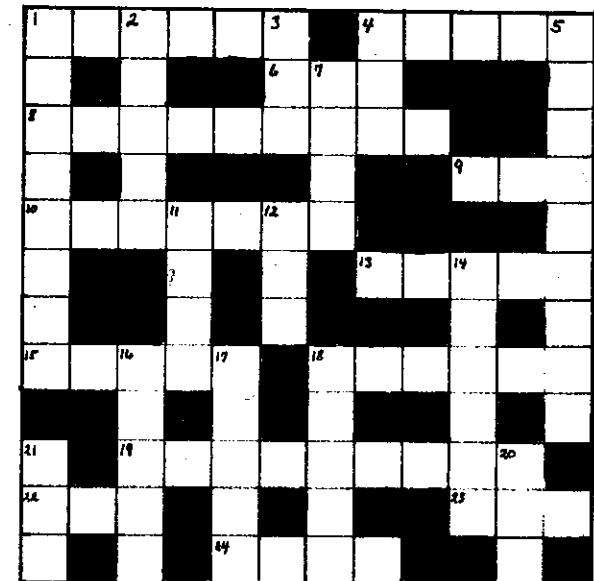
CROSSWORD

Across

- Every real queen has one.
- I knew it was over when he _____ his vibrator at me.
- King Kong's family name.
- If you make love in a hammock, you're in for a _____.
- What I will throw away when I finish this damn crossword.
- When Juneau Park is most busy.
- There's a parade every night down _____ Street.
- Don't grow old unless you can afford to buy one.
- A gift of technology that won't go soft on you _____.
- When you don't wear underwear, you go _____.
- A warm fuzzy payment for services beyond the call of duty.
- A lover's tool, or Stewart's first name.
- Before I found my handsome prince, I had to kiss hundreds of these.

Down

- When you can't decide so you take them both home.
- Some people apply it on all four cheeks.
- Blow in my _____ and I'll follow you to your place.
- Theodore the Short's nickname.
- Blue Jeans, leather and peanuts all over the floor.
- What my motor does when a bar serves weak drinks.
- The type of person the Gold Coast wouldn't cater to.
- A crab's baby brother.
- Just because you're _____ doesn't mean you're longer.
- The price of drinks in Chicago is a form of this.
- Sister Mary's outfit.
- She looked so good with pie on her face.
- He was so ugly he barked at me.
- The frequency that you masturbate.





**Milwaukee's
Oldest
Gay Bar**

will remain open,

422 West State St.

298-9199

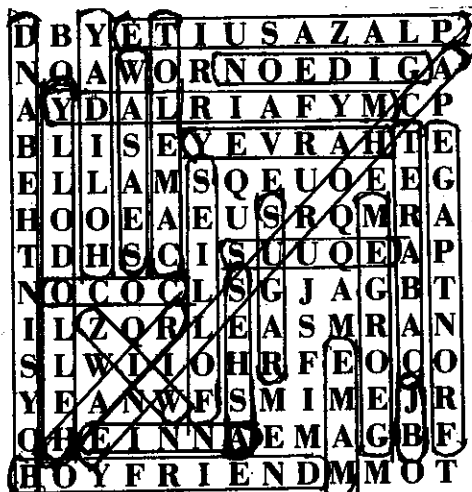
COUPON



**50¢ OFF
ON A PIZZA**

266 E. Erie

ANSWERS

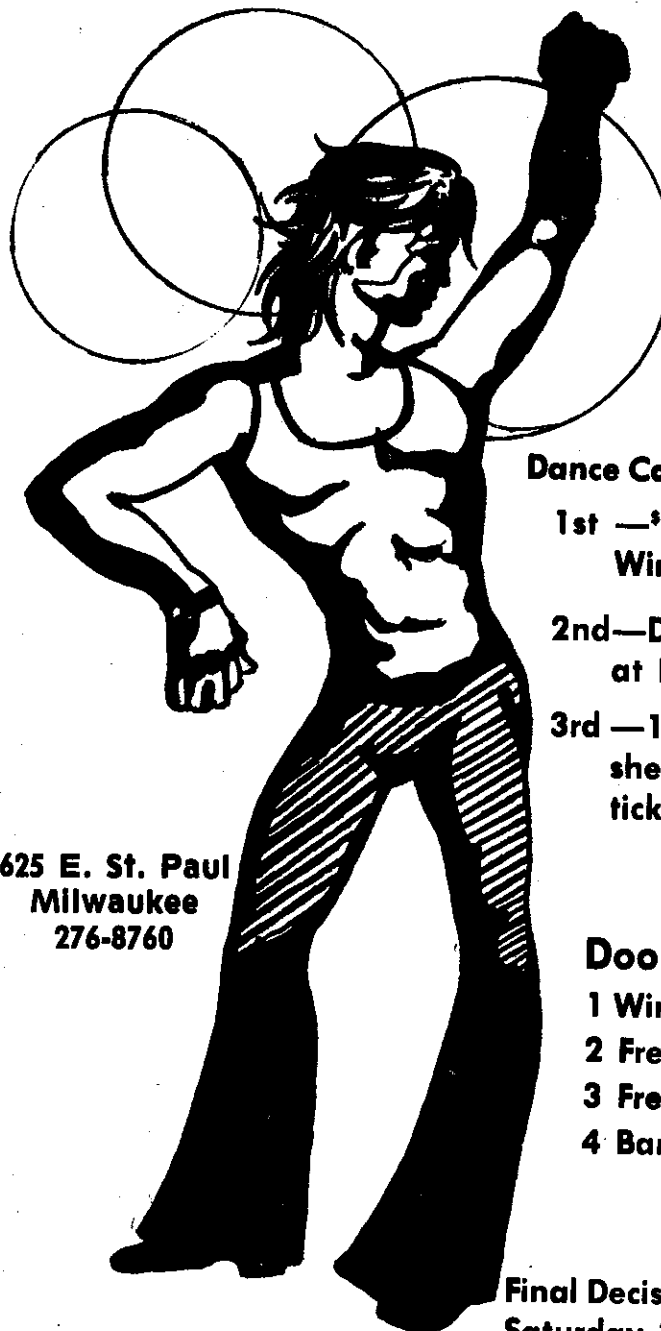


My Fair Lady
Hello Dolly
A Chorus Line
Hair
Sea Saw
Co Co
Sugar
Annie
Ashes
Follies
Equus
Wiz

Cabaret
Camelot
Mame
Boys in the Band
Plaza Suite
Boyfriend
Holiday
Front Page
Gideon
George M
Harvey
J. B.

Sorry, we goofed, only 24 — not 25 plays were listed, 21 recieved a free drink! —Ken, Finale mgr.

BARON Saturday Night
Fever



March 9th

Dance Contest at 11:30 pm

1st — \$100⁰⁰ for
Winning Couple

2nd—Dinner for Two
at Delmondo's

3rd — 1 Bottle of top
shelf & \$5⁰⁰ in drink
tickets

625 E. St. Paul
Milwaukee
276-8760

Door Prizes

- 1 Wine & Liquor
- 2 Free drink tickets
- 3 Free albums
- 4 Baron T-shirts

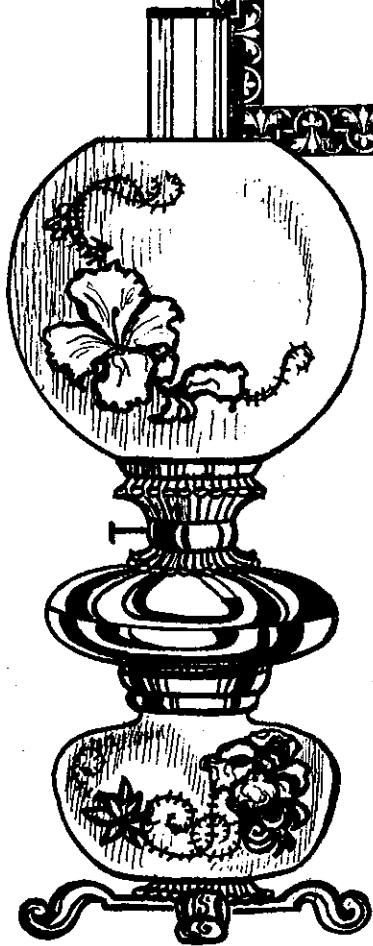
Final Decision on Contest
Saturday 3/11 at 1:00 am

Prezels, Popcorn & Potato Chips All Nite

Antique Shoppe

Tarantino's

1212 E. Brady St.
277-9220

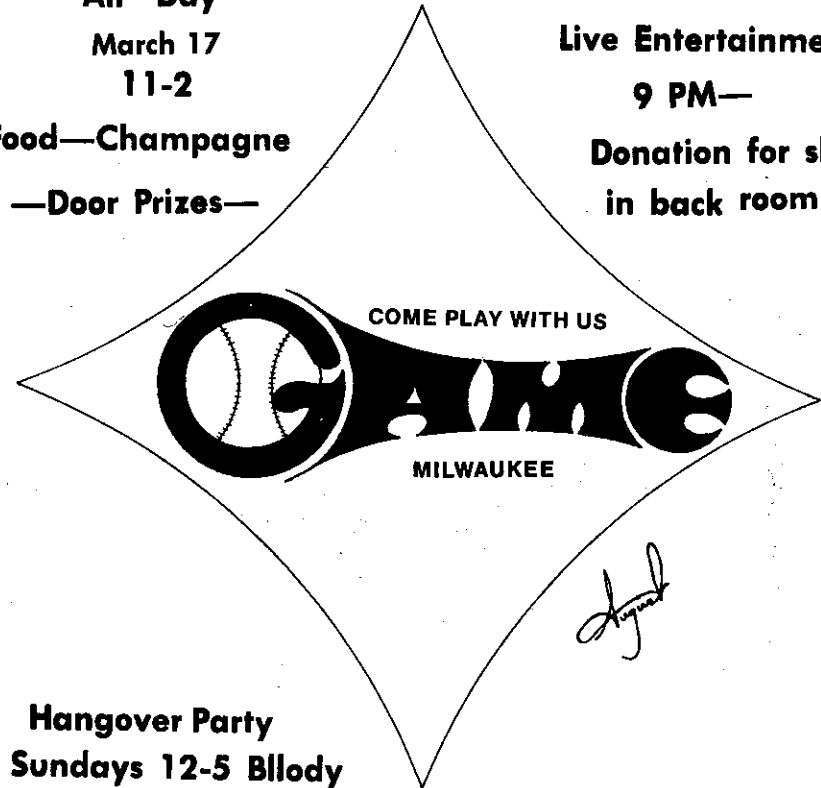


**Marble
Chessboard
and carved
pieces.
Beige and
Brown.**

\$60⁰⁰

**St. Patricks Day
and
4th Anniversary
Affair
All Day
March 17
11-2
Food—Champagne
—Door Prizes—**

**March
11th & 12th
Easter Show
(by the Entertainers Club)
Live Entertainment
9 PM—
Donation for show
in back room \$?**



**Hangover Party
Sundays 12-5 Blldy
Mary's, Screwdriver's &
Salty Dog's 75¢**

**Ball Game's Beer Nite
Wednesdays 30¢ 9-12**

Ball Game

196 S. Second St.

273-7474



CLUB BATHS MILWAUKEE



Phone 276 - 0246
704 - A West Wisconsin Avenue

(Rear Entrance
Always Open - Members Only)

M the 13th

O Nickel Beer 5-2... **C'est La Vie**
N Disco by John 5-2... **Your Place**
D Recreation Nite, Games Galore 7-2... **Sugar Shack**
A G.P.U. Meeting 8:00 pm, Public is invited... **G.P.U. Farwell**
Y **Center**
Movie Nite 8:30-2... **Factory (On Broadway)**
Levi-Leather Nite, Lockers \$1... **Club Baths**
Live Disco 9-2... **Baron**
Live Disco 10-2... **Kisses**

T the 14th

U Beer Bust 7-till... **Beer Garden**
E Wynne Plays 9-1... **M&M**
S Tuesday Nite Special, All you can drink Wine & Soda \$2, 8-2...
D **Factory (on Broadway)**
A Buddy Nite, \$2 each for Couples... **Club Baths**
Y Live Disco 10-2... **Kisses**
Live Disco 8-2... **Factory (on Broadway)**
Live Disco 9-2... **Baron**
Disco by John 5-2... **Your Place**

W the 15th

E Buffet 5-7... **Wreck Room**
D Lucky Shot 4-2... **Finale**
N Live Disco 9-2... **Baron**
E Tap Beer 30¢ 9-12... **Ball Game**
S Beer Bust, all you can drink Beer, Wine or Soda \$2... **Baron**
D Beer Bust \$2... **Sugar Shack**
A Live Disco 10-2... **Kisses**
Y Levi-Leather Nite... **Wreck Room**
Live Disco 8-2... **Factory (On Broadway)**
Disco by John 5-2... **Your Place**
Free V.D. Exam & Treatment 7:30-10:30 pm... **G.P.U.**
Farwell Center

CLASSIFIEDS

MR. VANTASTIC

DELIVERY WITH DRIVER. For Light Moving and Hauling. Delivery Service. Parcel Service. Any Items. Dependable. Reasonable. PLEASE CALL TIM, 964-3223.

FOR RENT: April 1st, Three Bedroom, Carpeted, Formal Living Room, Formal Dining, Den, Fire Place, Pantry, Sun Room, Parking, No Lease — \$325. Phone 444-4101, after 5:30.

Wanted: A one bedroom apartment on the East Side. Please call Ken at the Oregon House. Phone 278-9659.

Learn the joys of jello. Respond A-3, this paper.

Now You Can Place Your Personal Ad Here "Free" or Your Business Ad for \$2⁰⁰

the Milwaukee Calendar

2706 W. Clark St., Milwaukee, WI 53210 Phone 276-0587
 Sales.....F. Thalacker Typesetting.....R. Schoedler
 Graphics.....T. Pionke Map by.....Dru
 Cover by.....T. Pionke

FOR RENT

Newly Decorated apartment in a modern building. \$100 off first months rent. We furnish private parking, drapes, micro-wave oven, stove, refrigerator, new carpet, heat, gas and water. Must see to appreciate. Call 933-9554 for appointment.

Mason Resale Ltd...

Quality mens clothing like new. Consignments wanted. Open Monday-Saturday 10 am to 5 pm.
524 E. Mason 2nd Floor
 271-3015

Looking for models, send nude photos to 2706 W. Clarke, Milwaukee, 53210.

NEED DISCIPLINE? Classes held nightly at my apartment. Interested students respond to A-2, this paper.

Mortician, looking for young men willing to lie in a cold tub twenty minutes before coming to bed. Respond to A-1, this paper.

Milwaukee Cruise Map

RESTAURANTS

- 3 Beer Garden 344-5760
3743 W. Vliet St.
- 10 M&M 347-9662
124 Water Street
- 20 Mr. Ric's 271-2020
714 N. Broadway
- 12 Rainbow Grille 647-9114
814 S. Second St.

BARS

- 1 Ball Game 273-7474
196 S. Second St.
- 2 Baron 276-8760
625 E. St. Paul St.
- 3 Beer Garden 344-5760
3743 W. Vliet St.
- 4 C'est La Vie 278-9150
231 S. Second St.
- 5 Circus 276-8910
219 S. Second St.
- 6 Finale 265-9740
808 E. Center St.
- 7 Kisses 271-2002
132 E. Juneau Ave.
- 8 On Broadway 278-7030
158 N. Broadway
- 9 Mint Bar 278-9199
422 W. State St.
- 10 M & M 347-9662
124 Water Street
- 11 Oregon House 278-9659
235 S. Second St.
- 12 Rainbow Grille 647-9335
814 S. Second St.

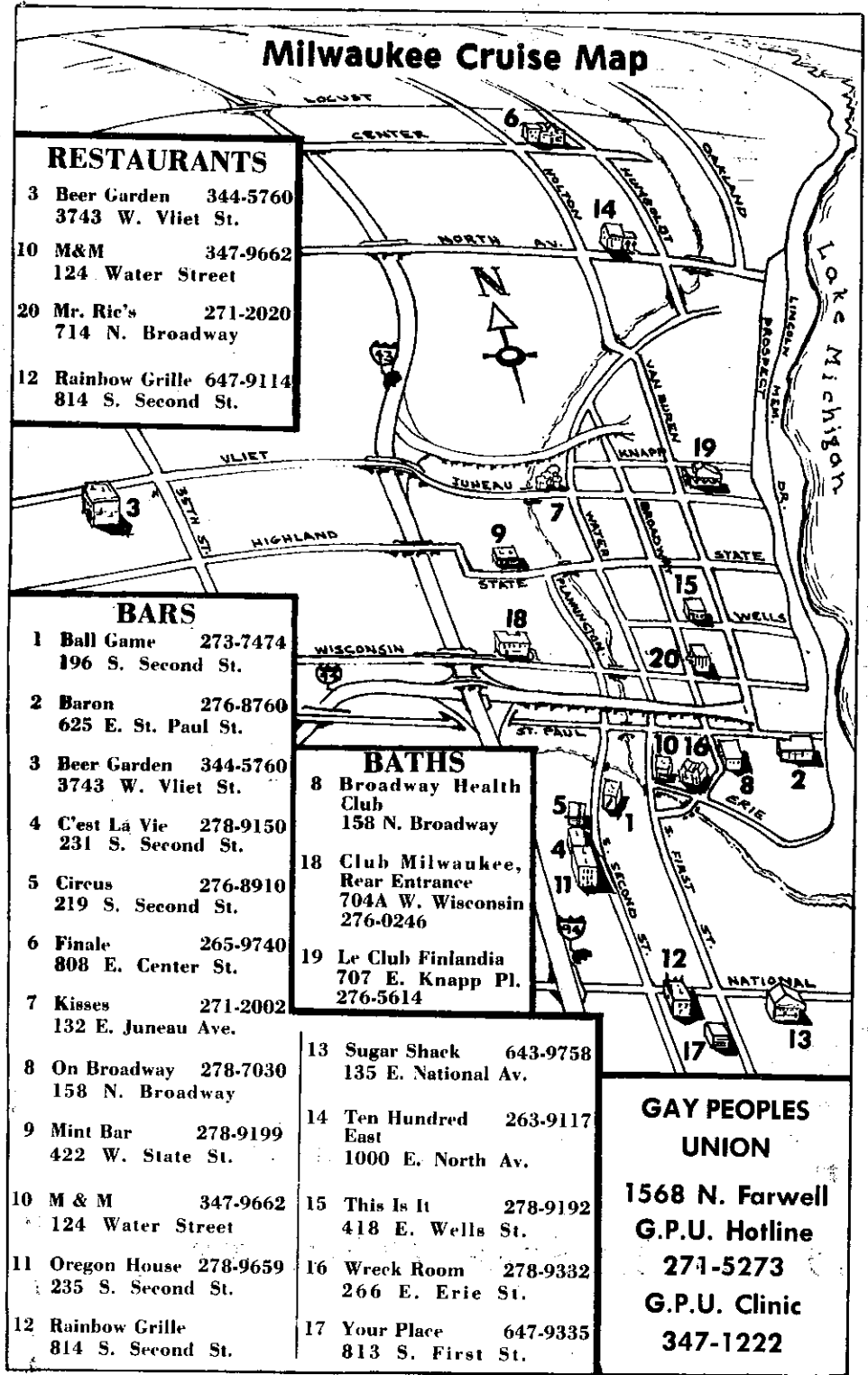
BATHS

- 8 Broadway Health Club
158 N. Broadway
- 18 Club Milwaukee, Rear Entrance
704A W. Wisconsin
276-0246
- 19 Le Club Finlandia
707 E. Knapp Pl.
276-5614

- 13 Sugar Shack 643-9758
135 E. National Av.
- 14 Ten Hundred East 263-9117
1000 E. North Av.
- 15 This Is It 278-9192
418 E. Wells St.
- 16 Wreck Room 278-9332
266 E. Erie St.
- 17 Your Place 647-9335
813 S. First St.

GAY PEOPLES UNION

1568 N. Farwell
 G.P.U. Hotline
 271-5273
 G.P.U. Clinic
 347-1222



Big enough to 'party-party,'
but small enough to do your own thing.



**YOUR
PLACE**

813 South 1st Street, Milwaukee