

ROD'S

NEWSLETTER

YOUR
GUIDE
TO

WHAT'S
HAPPENING

WINTER '96

HOURS

MAIN BAR

Monday Thru Thursday - 4:00pm 'til 2:00am

Friday and Saturday - 4:00pm 'til 2:30am

Sundays - 3:00pm 'til 2:00am

REAR BAR

Monday Thru Saturday Opens 10:00pm

Sundays Opens at 9:00pm For The Best In Movies, Comedy & Fun!

ALLEY BAR

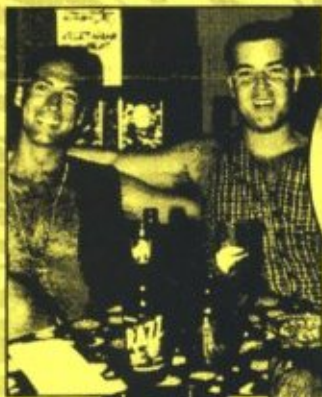
Opens at 10:00pm Wednesdays Thru Saturday And 4:00pm On
Sundays For Beer Bash

NEW YEAR'S & NEW YEAR'S

SUN., DEC. 31ST
& MON., JAN. 1ST

Rod's opens at 4:00pm on Sunday and stays open until 2:00am on Monday night! That's right, 34 hours of madness with Beer Bash both Sunday and Monday from 4:00pm 'til 9:00pm. Live DJ and dancing, party favors, a special champagne toast at midnight and a free breakfast buffet at 4:00am.

Then bring the new year in right with Bloody Mary and Mimosa specials at sunrise Monday with Tim! (Football games shown all day Monday in Rod's Main and Alley Bars!)



JANUARY 1996 SPECIAL EVENTS

THURSDAY, JANUARY 4TH • FULL MOON/LIGHTS OUT DANCE PARTY

- Light rope necklaces available for \$1.00 (All proceeds go to the Rodney Scheel Family PWA Fund.)

THURSDAY, JANUARY 18TH • ROD'S MONTHLY BIRTHDAY PARTY

- Show proof of your January birthday at the Front (Main) bar and get \$1.00 Rail/Call drinks and Domestic Beer all day and all night. Cake and party games and DJ Ty round out the celebration.

MONDAY - SATURDAY, JANUARY 22ND THRU 27TH

• FRESH MEAT WEEK

- Help us update our Mailing List and meet some new friends as UW gets back into the swing of things. Sign-up for Rod's Mailing List at the Front (Main) bar or with the doorman or check your current listing for errors and get a free Rail Drink or Domestic Beer on us!



Every
Monday
Night In The
Rear Bar At
10:30pm

Jan. 8th
APOLLO 13

Tom Hanks
& Kevin Bacon

Jan. 15th
**WHILE YOU
WERE SLEEPING**

Sandra Bullock
& Bill Pullman

Jan. 22nd
**TOMMY
BOY**

Chris Farley
& David Spade

Jan. 29th
**WITH
HONORS**

Joe Pesci
& Patrick Dempsey



WATCH FLASHING MESSAGE BOARD AND POSTERS IN THE BAR FOR UPDATES OR CHANGES TO THIS NEWSLETTER!

ROD'S

UNDERGROUND

LEATHER CHEST

UNDER NEW MANAGEMENT

★ **Pride Accessories**

↳ **Condoms**

↳ **Wet & Lube**



★ **Arm Bands**

↳ **Freedom Rings**

↳ **T-Shirts**



★ **Necklaces**

↳ **Ceramics**

↳ **& Much More**

New Inventory Arriving Weekly. Open Thursday thru Saturday 10:00pm Til Close & Sundays 6:00pm thru 10:00pm Or By Special Appointment - See Front Bartender For Details.

FEBRUARY 1996 SPECIAL EVENTS

THURSDAY, FEBRUARY 8TH • TROPICAL NIGHTS DANCE PARTY

- It's winter outside so join us for a night of steamy dancing in a tropical setting featuring music of the Islands. "Tropical" drink specials and more!

MONDAY, FEBRUARY 12TH • LINCOLN'S BIRTHDAY

- In addition to our usual \$1.50 Domestic Beer and Schnapps specials, you can also get shots of Kool-aids for just one penny in honor of Lincoln's birthday.

WEDNESDAY, FEBRUARY 14TH • VALENTINE'S DAY

- It's still cold outside, but we'll warm the cockles of your tasteful little hearts with free-flowing Stupid-Cupid shots all day and all night!!!

THURSDAY, FEBRUARY 22ND • BIRTHDAY BASH

- It's George Washington's birthday and it's also Rod's monthly Birthday Bash. Show proof of your February birthday at the Front (Main) bar and get \$1.00 Rail/Call drinks and Domestic Beer all day and all night! Cake, party games, and DJ Ty add to the festivities.

THURSDAY, FEBRUARY 29TH • LEAP YEAR FULL MOON/LIGHTS OUT PARTY

- Light rope necklaces available for \$1.00. (All proceeds go to the Rodney Scheel Family PWA Fund.)



HUNGRY?
We're Open Late!!!



**Every
Monday
Night in The
Rear Bar At
10:30pm**

feb. 5th
**STAR TREK
GENERATIONS**

Patrick Stewart &
William Shatner

feb. 12th
**ROOM-
MATES**

Peter Falk
& DB Sweeney

feb. 19th
**PULP
FICTION**

John Travolta, Samuel
Jackson & Uma Thurman

feb. 26th
**MIXED
NUTS**

Steve Martin

ATTENTION!!!

DOLLARAMA RETURNS!



To Wednesday nights. From 9pm 'til close all Rail/Call Drinks and Domestic Beer will be \$1.00 off regular price. We'll still be doing Tap Beer in the Alley Bar for \$1.00 and DJ John spins hot dance music at 10:30pm. See back page of this Newsletter for all daily specials!



MARCH 1996 SPECIAL EVENTS

SATURDAY, MARCH 9TH

• 69TH DAY OF THE YEAR (CHICAGO BAR CRAWL)

- Due to popular demand, we are tentatively thinking of scheduling a Bar Crawl to Chicago on this date. We need your feedback and suggestions so talk with your favorite bartender or Steve if you're interested.

THURSDAY, MARCH 14TH

• ROD'S MONTHLY BIRTHDAY PARTY

- Once again, it's time to recognize those special customers who celebrated another Birthday during the month of March. Show proof of your March birth day at the Front (Main) bar and get \$1.00 Rail/Call drinks and Domestic Beer all day and all night. Party games with prizes and cake provided as always!

SUNDAY, MARCH 17TH • ST. PATRICK'S DAY BEER BASH

- Rod's throws a special Beer Bash (Green if you like) for just \$3.00 - all you can drink from 4:00pm - 9:00pm. Special St. Patrick's Day buffet featuring corned beef and cabbage. May the luck of the Irish be with you!



Every
Monday
Night In The
Rear Bar At
10:30pm

march 4th

MAVERICK

Mc Gibson, Jodie Foster
& James Garner

march 11th
MAN OF THE
HOUSE

Chevy Chase &
Jonathan Taylor Thomas

march 18th

JURY DUTY

Pauly Shore

march 25th
JOHNNY
PNEUMONIC

Keanu Reeves
& Dolph Lundgren



CAFE

now
serving
liquor libations
at night

PALMS

ESPRESSO

Madison's Adult
Playground For
Twenty Years!



Five Bars (Including A Fabulous Patio Bar),
Restaurant, Coffee House, Twenty Brand New
Hotel Rooms And Hundreds Of Open Minds!



636 West Washington, Madison, WI 53703
(608) 256-3360 • 1-800-GAY-HOTL



APRIL 1996 SPECIAL EVENTS

MONDAY, APRIL 1ST • BARTENDER'S APRIL FOOLS DAY!

- Pull an April Fools' gag on your favorite bartender. If he falls for it, you get a FREE SHOT of your choice! We promise to be good natured about it if you promise not to be mean, so start thinking now!

SUNDAY, APRIL 7TH • EASTER SUNDAY

- In addition to our traditional Beer Bash, you also get an Easter egg filled with anything from jellybeans to Drink Coupons with every Beer Bash or cocktail you purchase. We will also be serving a special Easter buffet so don't miss this chance to show off your new Easter bonnet.

THURSDAY, APRIL 18TH • ROD'S MONTHLY BIRTHDAY PARTY

- Once again, Rod's throws a Birthday Party for anyone celebrating a birthday in April. As always, show proof of your April birthday at the Front (Main) bar and get \$1.00 Rail/Call drinks and Domestic Beer all day and all night. Games and cake too!!

THURSDAY, APRIL 25TH • THEME PARTY

- Festivities to be announced.

MONDAY NIGHT MOVIES

Every
Monday
Night In The
Rear Bar At
10:30pm

april 1st NOBODY'S FOOL Paul Newman	april 8th DOLORES CLAI- BORNE Kathy Bates & Jennifer Jason Leigh
april 22nd CASPER	april 15th DISCLOSURE Michael Douglas & Demi Moore
	april 29th LEGENDS OF THE FALL Brad Pitt & Anthony Hopkins



WINTER Daily Specials

MONDAYS - MOVIE NIGHT!

Starts at 10:30pm in the Rear Bar
\$1.50 Domestic Beer and Shots of Schnapps
(includes Dr.'s) from 9pm til close

TUESDAYS - 2-4-1 NIGHT!

2-4-1 All Day & Night On Rail, Beer, & Call Drinks

WEDNESDAYS - DOLLARAMA!

\$1.00 Off All Rail/Call Drinks And Domestic Beer
From 9:00pm 'Til Close. Also, Tap Beer In The Alley
Bar For Just \$1.00.

THURSDAYS - THEME PARTY NIGHT!

\$1.00 Rail & Domestic Beer From 9:00pm 'til 11:00pm.
No Shots. Watch Bar For Theme Party Details!

FRIDAYS - ROD'S BUCKS NIGHT!

Get A Rod's Buck For Each Shot You Buy From
8:00pm 'til Midnight; Then, Redeem Them Like Cash
From Midnight 'til Close!

SATURDAYS - LEATHER NIGHT!

\$1.00 Off Any Drink For Leather Gear/Attire - From
9:00pm 'til Close. (Bartenders Discretion)

SUNDAYS - BEER BASH!

All You Can Drink Tappers (\$3.00 Early Bird Special
From 4:00pm 'til 5:00pm) (\$4.00 From 5:00pm 'Til
9:00pm). Buffet Served At 6:00pm For \$1.50 And
Beer Bash Bingo At 8:00pm.

HAPPY HOUR - 2-4-1

Mondays & Wednesdays thru Saturdays - 4:00pm 'til
8:00pm. 2-4-1 Rail, Beer & Call Drinks.