

## **Interview with Scott and Sally Searle, Up North Lodge**

**January 13, 2015**

**Up North Lodge, Gwinn, MI**

**Gabe Logan (GL):** And this is Gabe Logan from Northern Michigan University. This is January 13, 2015, already, and I'm interviewing Scott and Sally, Owners of the Up North Lodge in Gwinn, Michigan. And so to get things started Scott and Sally, if you could give a complete, clear spelling of your name and your birthdates for context. And a brief history of your families.

**Scott Searle (Scott):** Scott Searle, S-E-A-R-L-E. 8-8-1955. Born in Detroit and moved to the Upper Peninsula in about 1965, no it was about 1968. And my Dad became a barber down in Detroit and moved up here to open a barber shop down in Bark River. Now that's how I ended up in the U.P. as a teenager.

**Sally Searle (Sally):** My name is Sally Searle, my birthdate is 4-16-58. My family history, I'm born and raised in the city of Detroit, south of Eight Mile. I came up here in '76 to go to Northern Michigan University. Graduated in '81. My family history, I guess the best way to describe me is I'm from a family of small-business owners. My dad had a chrome-plating factory with anywhere from six to a hundred employees in the city of Detroit with a variety of employees.

**GL:** Okay, so I'm already going to digress on this because you've told some pretty cool stories about this factory, the chrome plating factory. And as I understand it, it was about it was in a marginal section of Detroit. Where your dad, what was life like in that part of the city, where the chrome factory was?

**Sally:** He had a couple of them but they were in a really, really bad part of Detroit. Right next to the old Studebaker factory, Packard properties right in that area, and if you know anything about that, it's where they shoot end-of-the-world movies now. My Dad's gone and everything, the factories, my brother lost it. He just couldn't handle the 2008 recession, so he couldn't do it.

**GL:** What were you going to say, Scott?

**Scott:** Automobile related, they don't use chrome on cars anymore.

**GL:** So, this brings us up to the Upper Peninsula. What factors influenced your decisions to relocate to the Upper Peninsula? And Scott I'll start with you, if you would please?

**Scott:** Since moving up here as a teenager, I wasn't too crazy about it in the beginning. I wasn't brought up in a hunting-fishing type environment. And I lived up here rebelliously for a few years as a teenager, and when I got a little older, I moved back down to the city area and I worked there. I worked at the University of Michigan campus, at a shop there at the University of Michigan. And I worked at a barber or men's hairstyling salon in Birmingham, Michigan. An upper echelon place, and ultimately decided that I wanted to come back to the U.P. My Dad had

a successful hairstyling place down in Escanaba, it was the first one to style hair, men's hair, in the U.P. And it was quite well-known all over the U.P.

**GL:** What was the name of it?

**Scott:** The Lion's Den.

**GL:** Nice, a good name for it. And so did you come up here to work with him because you had learned to cut hair down south?

**Scott:** Yeah, yeah worked with him. He was very progressive for the time. I guess it would have been about 1978, I walked into his shop, they were all wearing pants-suits like they had in the 70s, and they were cutting hair with sunglasses on under heat lights. Lead heat lights and as the hair dried when they worked on it again, it was pretty crazy. They had two in-house boa-constrictor snakes, just to provide a more masculine atmosphere, because this was all new to men. So they had boa-constrictor snakes, they had a Miner bird in there, a piranha fish and so forth.

**GL:** Now would this had been a unisex cut? Wasn't the term in the seventies?

**Scott and Sally:** Yeah

**GL:** And the snakes gave a masculine touch to it, right on. Cool, Sally?

**Sally:** Yeah, like I said I came up here in '76 to come to Northern because, in retrospect, it was the farthest away I could get from the city of Detroit. And so, paying in-state tuition, they'd accepted me. And right before I graduated, January 8<sup>th</sup>, 1981 at eleven o'clock I went into the said Lion's Den and got a haircut.

**GL:** That's where you two met?

**Sally:** And that's where we met, and by the time I graduated we were just married, barely married. I couldn't get a job, I have a degree in accounting, it was the recession, nobody was hiring. And plus, I wasn't a native. I couldn't get a job so I sold....

**GL:** In culinary?

**Sally:** No, in Accounting

**GL:** Accounting.

**Sally:** I have a degree in Accounting, a four year degree in Accounting with Economics minor, and couldn't land a job.

**GL:** So what did you do?

**Sally:** I sold insurance for six months, hated it. By then we were married, hence I owned half a hair salon, and so I thought, "Well I've got to do something." And I went and talked to Mrs. Betty Crest at Marquette Beauty College and went back to Northern for the study of Cosmetology and proceeded to do that.

**GL:** Scott, how did you end up getting half the salon, did your Dad?

**Sally:** Well, we were married, oh. By this time he had bought a salon in Marquette, the Lion's Den of Marquette which is where I got my hair cut.

**GL:** Was your Pop still working down in Escanaba then?

**Scott:** Yeah, he still had his place in Escanaba which was in business for forty years and meanwhile I went and branched off with a friend of mine that worked for us in Escanaba and we opened a salon in Iron Mountain, called the Savage Mane.

**GL:** There's a lion-theme to this story.

**Scott:** Yes. We still had to keep the masculine theme. And ultimately ended up severing that partnership and I ended up with a salon up in Marquette.

**Sally:** On Lincoln Avenue. The Lion's Den is still around, it's on Presque Isle...

**GL:** It's still down there?

**Sally:** No it's in Marquette and Escanaba.

**Scott:** Savage Mane is still in Iron Mountain too.

**Sally:** Yeah they're all still going on.

**GL:** And so how did the jump go from hair-styling to?

**Sally:** In a nutshell...

**GL:** Make it elaborate.

**Sally:** Okay. There is a chemical that takes out a lot of hair dressers. It's called Paraphenylenediamine, PPD we call it, and Scott was afflicted with it first where it literally just eats your skin off. And he was Denny Herzog, the dermatologist's care for a number of years and it just got to a point when he just couldn't cut hair anymore. It's like, what are we going to do? We've got to do something, he can't cut hair anymore. So we were storing one of our old cars up in Baraga and we were with real-estate friends and on the way back, Darlene says to us, "What about B.G.'s Bar and Grill, its bankrupt?" So...

**GL:** Where is B.G.'s Bar and Grill?

**Sally:** B.G.'s Bar and Grill is on Ontario Street, and it has been closed for about two years?

**Scott:** Yeah, recently.

**Sally:** About two years closed and we took it on, we bought it. It took us a year to transfer the liquor license and to get it out of bankruptcy. I had pushed drinks at Pier One, going to Northern. That was it, that was all the experience we ever had, and waiting tables at Big Boy. Scott never worked in a restaurant.

**Scott:** We negotiated a price on it and had the additional funds allocated to completely renovate the building, bring it back up to code. We called it the Filling Station, it was pretty special, it had a unique atmosphere. It was a fifties-sixties type décor. The antique gas pumps and old bicycles and the antique jukeboxes.

**GL:** And just for clarification, Ontario Street in Marquette?

**Sally:** Marquette. Yeah in Trowbridge Park.

**GL:** Okay. So a fifties-sixties restaurant, that was a little ahead of its time as well.

**Scott:** Yeah it was really unique to Marquette and neither one of us, we were all neophytes in that area, in regards to running a bar, we hired a lady that had been in the bar business for thirty-five years, by the name of Nicki Steve. She worked for Jack Turkal at Remeliard's Bar for over thirty years. So she brought a wealth of knowledge, told us what kind of glasses to order, did our initial liquor inventory, pretty much taught us all the ropes of what you needed to do to have a bar. And that's how we started. There was Prushy, she brought a lot of people with her, she was just a short, little wiry, very comical, funny lady. She was very well liked. She still lives in Marquette.

**Sally:** Yeah, so in a way it was a fluke, how this whole thing started. You never know, never know what life's going to give you.

**GL:** And so that was in the 80s, early 80s?

**Sally:** '87? Yeah '87 sometime.

**Scott:** And it was in what was kind of known as kind of a rough part of town.

**Sally:** I know it was 1989 when we did that.

**Scott:** It was located in Trowbridge and back in the day Trowbridge was separated really from Marquette culturally. It was, I don't know what the correct wording is, but they were in a group of their own out there.

**Sally:** It was a neighborhood bar and grill.

**Scott:** Yeah, but it was a tough neighborhood, in fact one of the last events at that bar before it had gone into bankruptcy was a stabbing in the parking lot. And that wasn't typical for the place, but that's just the kind of, anything could be expected there. So we had quite an education at our first place, not only running a bar but learning how to deal with different types of people, especially when fueled with alcohol.

**Sally:** Yeah, breaking into the neighborhood. But now I've got to say, our very first and worst bar-brawl that we had in there, that was probably the turning point with that neighborhood accepting us, I would say.

**Scott:** We had, I befriended the worst, most awful. One guy when we first opened the first day, his name was Hoss, bordering on four hundred pounds. He was in the Marines and he had gotten out of the Marines, and he was out for like three years, and immediately cut his hair into a

mohawk and let it grow for three years. And he had very few teeth, and he was a very menacing, menacing looking guy sitting at the bar, and I told Sally, “Oh boy.” And as it turned out, he turned out to be our savior. He was my right-hand man and...

**Sally:** He’s one of the best people I’ve ever known.

**Scott:** And I learned you need to befriend all the meanest guys, once you got them with you, you got `er made! Turned out to be a great, great guy.

**GL:** You just used the term Stager, what’s a stager?

**Scott:** Did I? I don’t think so.

**GL:** So was he like a bouncer?

**Sally:** No.

**Scott:** An impromptu one.

**GL:** Okay

**Sally:** If anything ever came up, you’ve always got to have somebody you’ll go to if anything comes up....

**GL:** I got it, okay.

**Sally:** So he was always a guy we went to and seriously, you would have stayed away from him. Like if you were to walk into a bar and see him, you would automatically go to the other side of the bar. This guy turned out, to this day to be one of the sweetest people I’d ever met.

**Scott:** And after a period of time that Hoss was not a friend of tequila and we would do everything we could to keep him from drinking tequila, otherwise he could become an adversary.

**Sally:** But he was good with that.

**Scott:** I guess I’ve done that with a couple of the bars we’ve opened is I’ve made friends with the meanest Leroy Browns of the neighborhood. Just to get them on your side, not only that but to gain their respect so they respect what you’re trying to do. And anytime you go to a new bar or a tavern as an owner, you get tested. Everybody wants to see what’s with these guys? What can we do here? And we were tested from everyone from the neighborhood to the Northern Michigan University football team tested us big time.

**Sally:** The rugby team.

**Scott:** Oh the rugby team?

**Sally:** And Rick Colling took care of that, it took one phone call and it was taken care of.

**Scott:** But we had some really great barroom brawls, it was like the Dukes of Hazard in there where they had people Kung-fu fighting and kick-boxing, kick-boxing! We had two front doors, you’d kick them out one door and they’d come back in the other one.

**Sally:** We had two front doors, they would literally throw one out with one coming through six feet away from each other.

**Scott:** And my 1947 antique Wurlitzer jukebox landing on the floor.

**Sally:** If I would say that we had one bad one. That was a bad one.

**Scott:** It was one hell of a barroom brawl. And that's, you know, things get out of hand.

**Sally:** That's when I went a little ballistic on a kid that started it, and you never touch anybody! Well, I did, and I should have never.

**Scott:** It's hard not to.

**GL:** Why would you never touch anybody?

**Scott:** Liability

**Sally:** You cannot lay a hand on anybody, an owner, an employee cannot. He could have sued us. But that's what changed, the whole neighborhood was like, "Whoa, Sally." And they were very open to us after that, they backed us after that. Anyhow...

**GL:** So students would come, the community would come

**Sally:** Yeah, it was a neighborhood bar.

**Scott:** Ultimately, what we learned at that location was we put an awful lot of emphasis to create an atmosphere with the fifties-sixties theme. When, in fact, we probably could have gone in there, mopped the floor, cleaned the place up and done quite well because it was just a good location for the neighborhood. And I'm sure they appreciated when it looked like that after we got done with it. But I don't think it was a huge factor in the success of that bar.

**GL:** Where did you all go from there then?

**Scott:** From where?

**GL:** From that bar.

**Sally:** From there we went, what did we do? We sold on a land-contract. And so now we've still got to look for something to do because Scott never completely got out of doing hair. He would go in a couple of hours a week, you know. And shortly after selling it, I became allergic to hair. Now we've got both of us going. So we both pulled out of it and Scott had been an excavator on and off, he dabbles in all kinds of things. And he had been an excavator for a while so then for six weeks we plowed snow. I plowed snow, he plowed snow for a lot longer than that.

**Scott:** We'd had a cabin out in Gwinn, a camp on Big Shag Lake.

**Sally:** We had a camp on Shag Lake and of course, we built our house there.

**Scott:** So we were out here one weekend.

**Sally:** We were out at the Red Horse Ranch on a Saturday night.

**Scott:** At the Red Horse Ranch, drinking beer and yucking it up, and I had known the owners. And the subject had come up and we knew they wanted to sell it. I don't know if I asked her or if she asked me, do you think we'd be interested in this? The beer had a lot to do with it, we decided yes. Yeah, let's maybe do something.

**Sally:** There were people in there, Lisa and Cindy, "You guys gotta buy this! You guys gotta buy this!" And the bartender, Tina, a dear friend of mine, "Great if you do!"

**Scott:** And the next morning, I couldn't believe what I had said.

**Sally:** But we confirmed with each other the next morning, "Are you sure you want to buy this?"

**Scott:** Well we went back and looked at it, I told Sally, "Oh, I don't know..."

**Sally:** So this popped up, so the next morning we're like, "Are you sure you want to buy this?" And he said, "I think we can make a go of it." I said, "So do I." So I called the owner, who had it on the market, Sue called her and said, "You're not going to believe it, but we want to buy the Red Horse." She's like, "Oh my God, I just accepted a full-price offer last night."

**GL:** And Sue was the owner?

**Sally:** Sue Pentecost was the owner. So she accepts a full-price offer the night before, now we really wanted it, because you can't have it. Right? As long as you can't have it. So we said if they back off, anything falls apart let us know. And of course it did. So we went back and looked at it, and there wasn't...you couldn't look anywhere and say, "That's Okay. We don't have to do anything with that." That didn't happen. Everywhere you looked had something majorly wrong with it.

**Scott:** Horrendous, Horrendous undertaking.

**Sally:** They replaced the roof, but before that if you had roof damage and let that go, that's what happened there.

**Scott:** How many square feet was that building?

**Sally:** 12,500 square foot building.

**Scott:** Its four stories.

**Sally:** Were you ever there?

**GL:** No, it was before I moved here.

**Sally:** It was awesome.

**Scott:** It looked like a big barn, it had a gambrel roof. It had two gambrel roofs that met. We put a big addition, an entry-way onto it. And it had twelve hotel rooms, thirteen, one we kept as

an office. I kept a residence for myself up there because it was a motel/hotel type of thing. Someone had to be there all the time.

**Sally:** Or a night-clerk, if we ever didn't have a night clerk, and you had people, then somebody had to stay there so Scott would.

**Scott:** Each different room had its own theme, every room was different. And we remodeled every room, we remodeled all three dining rooms, we remodeled the kitchen, the bar.

**Sally:** How many bathrooms did you remodel in that place?

**Scott:** I became an expert.

**Sally:** Seventeen?

**Scott:** And bathroom remodels, and there weren't any toilet function, there was seventeen toilets. There's not much I don't know about toilets. I used to do everything myself, everything. And when we first opened it, we literally had visqueen dividing some of the dining rooms because we were doing heavy construction in the next dining room and we had a chart, it looked like a thermometer of degrees of completion.

**Sally:** That's right I forgot about that.

**Scott:** How we're this far, and the public liked to follow along with that. And watch as we brought the old girl back up to its previous form.

**GL:** And again, so this was the old Up North? When did you change the name?

**Sally:** Yep. Right away. And that was a pure business decision, and it was, somebody suggested it to us, and they were right. Because it had gone through four owners in as many as ten years, something like that. And always Red Horse Ranch, Red Horse Ranch, Red Horse Ranch, and nothing in it really changed with it. They still had electric heat, they still had folding dining room metal chairs, folding chairs. I mean it was cold. Everybody would always go in there under-capitalized, thinking they would make enough running the business to improve it, and you can't do that. You got to come in, bring in money to make those capital improvements.

**Scott:** It had two cabins came with it. And a big ranch house, two of which I tore down. But we had forty acres, about forty acres with the property. And it had a horse barn, and we had Belgian horses there, that were owned by others, although we used to feed the horses, they lived on our property. But we had a horse-drawn sleigh rides in the winter that would meander the trails on the property, and it was a tremendous draw for lots of big groups: hospital groups, university office parties, but it became a problem in later years as not that many people operate horses. And some of the ones that we did have, some of them, were very interesting, very colorful people. And we just couldn't have them anymore.

**Sally:** It was getting to be dangerous actually.

**Scott:** Yeah, we and one guy that crashed a whole bunch of people.



**Sally:** Thank God it was the E.R. people on that one because they could take care of the people that got hurt.

**GL:** On the sleigh ride?

**Scott and Sally:** Yes.

**Scott:** He thought it would be fun to go real fast around the corner and the entire sleigh tipped right off of the dray with twenty some people on it, on the sleigh.

**GL:** How big is, a twenty-person sleigh?

**Scott:** You could fit like twenty-five people on it.

**GL:** That's a big sleigh.

**Scott:** Yeah. Anyway...

**GL:** And it rolled? Wow! Nice!

**Scott:** The whole sleigh came right off the dray, the horses freaked out and went running like crazy and fell down and it was just a horrible nightmare.

**Sally:** He couldn't figure out why we had to fire him! He was mad at me!

**Scott:** We had snowmobile rentals, we had usually around fifteen snowmobiles on hand to rent and in the summer we had ATV rentals, four-wheelers, and a couple of small boats we rented out. We sold gasoline, and during hunting season was a really great time of the year. We'd have probably thirty regular guys, mostly from Lower Michigan, for the most part, that would come up every hunting season and it was like their camp. They could sit in the bar, have their meals, and simply go upstairs at night, after having been at the bar. And they would get up very early in the morning as would I and Sally, and we'd fix up bag lunches and she'd put notes in their lunch when they went hunting. And we fixed breakfast for them, and they got to be like family. It was just fantastic.

**Sally:** Still are. And they still are.

**Scott:** It was as soon as the place burned, things kind of dwindled away. But it was just really, and for snowmobilers too it was like going to your grandma's house. It had that setting on the lake, with the horses and everything, it was a very, very unique setting.

**Sally:** It was the kind of place, in that you asked in one of your questions, it was the kind of place you just don't see anymore. Very few places where, especially if they're on water, where anybody can come stay, a place to sleep, stay, eat, and drink. All nicely, you know? You just don't, except for the Holiday Inn. But I mean the unique, and you can't call it a B & B because there was a bar associated with it and there was alcohol going on. And that's what a lot of people look for is, can I stay here? I could go and ride all day long, no drinking, come back and party and not have to worry about going anywhere, start my sled back up.

**Scott:** Very popular places.

**Sally:** And anymore, the only place I can think of is Chamberlin over in Curtis, and that's a low-keyed place. That's a real...

**GL:** So a place like that, I ask this, it wouldn't be a realistic, people can't hire, I'd imagine the liabilities.

**Sally:** Not in the light of recent cost of construction.

**GL:** I see

**Scott:** Not only cost but zoning today, try to get zoning for a bar/restaurant/hotel on a small inland lake.

**Sally:** On the water, on Marquette County, it'll never happen. It does in Wisconsin but not here.

**Scott:** It's tough, zoning. When it was zoned, it was built in the 70s, but the older lady schoolteacher and her husband that owned it, when they built it in the 70s they owned the rest of the all property around it so it wasn't an issue.

**Sally:** They actually built it before Forsyth Township was ever zoned, so they got in before it was zoned.

**Scott:** The place was immensely popular

**Sally:** It was cool

**Scott:** Before he bought it was with the Air Force. That's when the S.A.C. [Strategic Air Command] base was eight-ten miles away at K.I. Sawyer. And it was a rite of passage, all those guys out there, and officers and their families and they all, they used it. It was a neat supper club on the lake. So it had just a really huge following from the military aspect back in the day.

**GL:** And it burned down in 2004-5? That's the year I moved up here and then this place opened.

**Sally:** 2006.

**Scott:** We were considering not doing anything else, even possibly moving out of the area, and a lot of people missed it so much and some friends of ours were willing to invest, and we decided to open one up on a different property a mile up the road.

**GL:** And that's the current Up North Lodge?

**Scott:** Yeah, it's about a 5,500 square foot log building that we built ourselves. I pretty much designed it on a bar napkin one night. I do a lot of business at the bar! So anyway, the bar napkin layout wasn't really what the inspectors and building department was looking for something a little more formal. So we did have to hire an engineer.

**GL:** And the result is this wonderful...

**Sally:** Is this place, right.

**GL:** So I try to contextualize this idea of the interview with the history, and the United States has had this love-hate relationship with bars and taverns. And to that end, how is the community, you mentioned that the old Up North, the community welcomed it. Have you ever had to deal with an adversary of people that didn't want a bar in the area?

**Scott:** Yeah, to some degree. Usually, and that was before we went in and actually started operations. But we tend to take into consideration the neighborhood. We don't have a loud rock-and-roll bands outside till two or three in the morning. We never really had too much trouble with the neighborhood, other than, for example, if you wanted to put a sign up by your building and required permission from adjacent property owners, which it often does. And then you'd get like alcohol nay-sayers or people that do not like alcohol period, you know? And that was about the extent of it, they'd give you a little bit of a hard time, but we've never really had too much of a problem and all.

**Sally:** You know Gabe, I have to say with us is what we tend to do is we buy places, if they're not bankrupt, they're close to bankrupt. We buy places like the Throttle like we just recently resold. That was four land contract foreclosures, or so to speak. So we buy these places that aren't in the best of shape to begin with and then we go in and we work our tails off, we invest our heart and soul, and money to improve it. So once you do that, and once the people around can see what you're doing, like we did at the Filling Station, and the Red Horse, and the Throttle. When we bought the Throttle, the old grounds, there wasn't a kitchen in that place! That place was rough, it was rougher than the Filling Station. And when did we buy that? 2008, when the economic recession, this big bombshell's going off, we go and buy a bar with no kitchen, no food, only alcohol sales. With four land contract foreclosures on it. And we put a kitchen in, how we were perceived by the neighborhood? I think the people kind of knew us a little bit already. So a little more, like what are you going to do with this place, kind of a feeling. And we turned that place around and it's a very warm, friendly, neighborhood bar and grill. We're great, with great food.

**Scott:** The key to any little place like that, I think is, to get away from the negative connotation or the alcohol thing is to try to mesh and introduce food in with it, to have food. That changes the whole atmosphere of the place. And actually allowed families who had kids, yet you could have fun there at night and it was still a bar, but you have to try to balance the food with the alcohol today especially. In the old days if you owned a bar or a tavern, you had it made. People used to make a lot of money in the bar business, once upon a time. It's changed now, unless you're in an inner-city, well a good example would be the Third Base bar on Third Street in Marquette. It's a lot of people who go there walk, it's a really a neighborhood bar where you simply walk there. And they don't have any immediate neighbors that don't like it, but anything can happen one day in this age with the alcohol and how it's perceived, short of prohibition. That's a good example of what a bar used to be, it can't happen anymore in a rural environment, people have to drive there and people are scared. It's just the laws have changed it now, and the whole business is just much different than it used to be and a lot of these little places are closing. It's just every year, it's a matter of time before this small little rural bar is going to go the way of

my old barber shop. It's just something that we used to enjoy and one day, I really think it's not going to be there anymore.

**GL:** Do you attribute that to the crack down on drunk driving? I mention this as a point, and this comes in play in the 1980s

**Scott:** Yep.

**Sally:** Sure, that and no-smoking.

**GL:** And smoking. Okay now, that is another question. Why has that influenced people to stay away from the bar?

**Sally:** Well, again it depends on what your business is. If your business is mainly alcohol and very little food, most people are going to come to, and Keno!

**GL:** The lotteries around.

**Sally:** Most people come to a small bar, they will drink a lot, they used to. Drink and smoke a lot, play keno a lot. So they would sit there all day long and play and drink and smoke. And I think about 1981, but without food these small bars, I don't know how you could make it.

**Scott:** If you're a small...

**Sally:** There's no reason for anybody to go there.

**Scott:** The profit margins are slim. You got to sell a lot of product to be viable anymore today. But the insurance rates, your employee cost, and overhead cost. And the smoking thing, having been a smoker at that time, I was equally happy when that law passed because in the interest of having an environmentally good place for people that don't smoke and people that don't smoke were just repulsed by it. They would walk in the door and have that heavy, heavy smoke hanging and you'd work real hard to have good food. And you had that smoke in your place, and they would literally turn around and walk right back out the door.

**Sally:** And he's referencing the Throttle. When we bought the Throttle, that was our forth bar, I didn't tell you this before, we were thinking no food here. We're just going to keep going with the alcohol, but it wasn't very long before we realized this isn't going to work. And we knew we had to put a kitchen in, so we put a kitchen in. We invested, I don't know, \$50-60,000 into that kitchen. You could smoke then, okay? We got a little bar, a hundred-seater? Maybe 120, if, no not even that. Eighty. And a lot of people would smoke in that bar, in the back, maybe not but still. So we put this kitchen in and our food sales were flat, they were stagnant, so it's like, oh my God what are we going to do? Well then they stopped the smoking and for us, it worked out absolutely to our benefit. The minute people stopped smoking, we cleaned the place up, food sales took off, the whole business took off. And people would come in going, "Thank God! I could never come in here before, I couldn't breathe." I had to leave, I used to have to leave my own bar because I couldn't breathe, that was hard. Yeah, but there was no way that we would have stopped on our own, that would have killed us, but when big, bad government says, "You

can't smoke anymore." It was great, for us it was great. For a lot of these small bars, not so good.

**GL:** Staying on this idea of trends, as a brewer and what I drink. Say a development or change of what people drink in the U.P. in terms of beer and the advent of the microbrewery or mixed cocktails, or.

**Sally:** Big time, big time. In my opinion, and this is with food as well. The average customer has become much more educated to the point where most of them are an expert. Especially those of who have been sitting on this side of the bar for years, they know exactly what you should be doing. But as far as tastes go, craft beer is huge, huge! Our draft beer sales here are phenomenal compared to bottled beer. Bottled beer is like twenty percent of our draft beer sales.

**GL:** And what you keep on tap is primarily craft beer then?

**Sally:** Most of them, we keep two domestic, which is Bud-Light and Coors Light, that's all we keep.

**GL:** Is that what people would have had domestically, twenty, thirty years ago?

**Scott:** No.

**GL:** What would they have been?

**Sally:** No you would have had Pabst, well Pabst is making a comeback. It didn't do so well here, it does great in Marquette on draft. But you would have had Pabst, you would have had Budweiser. Budweiser was always on tap, not so much anymore. Colt 45 maybe, maybe even Schlitz. Weren't you a Schlitz drinker? Speaking of drinks, do you need another one?

**GL:** We got to turn this over. Speaking of Schlitz, I believe the first party I came here I bought some Schlitz and you all seemed to find this uproariously humorous! So you had remembered as well, Scott that one night? . What tends to be the main cocktail today, as opposed to the past?

**Sally:** The martini has certainly made a huge comeback, especially the flavored martinis. Since Sex in the City, cosmopolitans are still pretty, well they're so-so. But I would say the flavored martinis and still, you still do the old fashioned and manhattans are still extremely popular. But you don't get many Rob Roys or most folks don't call them a Highball anymore.

**Scott:** It's changed a lot. **END OF EDIT**

**Sally:** Yeah, and it changes by demographic. Alcohol sales are demographically driven.

**GL:** Age demographic? Race?

**Sally:** No, geographically. You have to be very careful, for us any Manhattan here is brandy, automatic. You give somebody coming in from Wisconsin or Illinois, they order a Manhattan, they're having a whiskey Manhattan, so you got to be able to make sure that you know. And that's another thing, just speaking of Wisconsin is as a bar owner, you have to be aware of Wisconsin liquor laws with tourists that come up. We get a lot of tourists in Wisconsin, so you could get a sixteen year old kid sitting next to his dad thinking or an eighteen year old, "Sure I

can order a beer.” And I would say, “No, you can’t.” “Well I’m with my dad. Well, in Wisconsin you can.” “Well but you can’t in Michigan. In Wisconsin you can walk out the front door with any beer that you bought in here, you can’t here.

**Scott:** In Louisiana you can drive up in your car and get a cocktail and drive off with it.

**Sally:** Exactly, really, still.

**Scott:** Every state is different, yeah. I just saw it yesterday. It was like going to McDonald’s except it’s a bar, a drive-up bar. So anyway, Texas I think you can drink, you can have a beer as a driver?

**Sally:** I think Montana, you can. But so we have to be a little careful because we’re just a couple of hours away from Wisconsin. Obviously we associate with Wisconsin a little more than Lower Michigan up here, so you got to be a little more aware of that.

**Scott:** Different areas in Tennessee have dry counties still. Every area’s different. Alcohol is not a really popular thing amongst many areas. I don’t think it’s tolerated very well because of the abuse issues that go along with it a lot of times.

**GL:** Do you think it’s more different up here as more part of the culture?

**Scott:** Probably, I guess every different area geographically has, as far as use of alcohol, they rate differently. I know that. I’m sure the U.P. is right up there, I think Wisconsin is too.

**Sally:** Absolutely we’re a lot higher, we consume a lot more than.

**GL:** Why don’t we take a break here and we’ll flip this over and get this pause on.

**Sally:** Are we giving you the right answers?

**GL:** I don’t know that there is incorrect answers.

**Sally:** Oh yeah, yeah right, there you go.

**END OF TAPE 1 SIDE A**

**START OF TAPE 1 SIDE B**

**GL:** Here again with the interview with Scott and Sally at the Up North Lodge in Gwinn. And this question is a great place to begin. How does the bar contribute to the community? In this case, how does the Up North bar contribute to Gwinn or any other bar you’ve had, to the communities?

**Scott:** I think whether or not people realize that, a lot of younger people might not, but a bar or a tavern, pub, they’ve always had a real significant role in a community where they’re located. Your local watering-hole, it’s always been a gathering spot in the community. A lot of people would utilize it as a place to meet and catch up on the latest local news and to conduct business or often you would see people that you just don’t run into. It’s just a public gathering spot,

unlike any other thing in the community, other than a church. It's the only time, it's one of the only places, the only venue where you could meet a lot of the people that live in your area and converse with them, and find out what's going on. A barber's shop used to have a role somewhat similar to that. People would meet in a barbershop and discuss all kinds of things, but a bar or taverns have always had a very concise use, other than going there to drink beer or drink alcohol, although I think that helps a lot with conversation and such. But bars really have served a positive need in a community and if there aren't any bars anymore that's really going to create a void. It really is, it's going to be a scenario, a bad. Not just the drinking part of it but just the social aspect of going to a bar is really going to be missed if that happens.

**Sally:** Yeah, and I've always prided ourselves on we having places where a single female can come in and be very comfortable to come in, sit at the bar, and order herself a drink. I've always prided ourselves that we have those kinds of places where they're comfortable enough to do that, and like Scott says, there is just not too many places that provide that social venue for things like that to go on or like groups, large groups, small groups any amount of groups to meet, let us do the shopping and the clean-up. A lot of people have house parties, of course there's more and more house parties than there were maybe twenty or thirty years ago.

**GL:** House party, what do you mean by that?

**Scott:** Like folks getting together at people's houses, especially with smoking that has increased. Lots of garage parties where people smoke in their garages and party. That's definitely increased with the change of how the law is. The upside of that is that homeowner is assuming all that liability of every person that leaves that house. Every liability that's out there from drinking and driving and all kinds of stuff, as do we, but we're trained for it and we're covered.

**Scott:** \_\_\_\_\_ - don't \_\_\_\_\_ about that.

**Sally:** Why would you?

**Scott:** If you have a party at your house, somebody leaves and runs somebody over and guess who's going to be involved in a lawsuit.

**Sally:** Or if somebody pulls out in front of them, they had nothing to do with it, but you've got a proverbial, that kind of \_\_\_\_\_ is very low.

**Scott:** Well that's just a good example of how things are running or \_\_\_\_\_ today. Why it's become so difficult to run a bar as they once were, there's just a lot of liability and there's a lot of governmental interference in many different areas that are making it more and more difficult for our bars, and not just only our business but anyone in the business can tell you. A lot of new rules, the regulations, the licensing fees, that it's just becoming very, very difficult and not making not a very attractive option for someone to have a business. And especially a business as a bar with the other obstacles that it leaves us.

**GL:** What would be an example of regulations, of government regulations. I have down here, just something that came to my mind, sanitation, wages for your employees, what would be others in addition to that or if you care to elaborate to either of those.

**Scott:** I could speak as to the sanitation in the bar itself is not particularly daunting, and it never has been over the years, really. It's pretty easy to stay in compliance, although you do have licensing fees and such. And a different license for every aspect. I don't know if people realize that you require a license to dance in a bar.

**GL:** I would not have realized that.

**Scott:** In fact on Third Street.

**Sally:** You can't on Third Street.

**Scott:** On Third Street in Marquette at this date of 2015...

**Sally:** Still

**Scott:** Dancing is not legal in a bar, and it never was.

**Sally:** It is illegal to dance in all liquor licensed establishments on Third Street in Michigan, 2015.

**Scott:** Really just kind of a side note, a side part here. But you got to have a permit for dancing, you got to have a permit for entertaining, you got to have a permit to sell food, you got to have a permit to sell tobacco.

**Sally:** I think the thing is Gabe, is that there so many liquor laws, a plethora of liquor laws, especially in the state of Michigan, that a lot of them don't make sense at all. But you better know them and you'd better adhere to it, or it's a violation against your liquor license, and those cost and add up to the point where they'll shut you down for a couple of days. Stupid things, some of them are outright stupid, but it's the Michigan liquor laws.

**Scott:** Once upon a time we sold a keg of beer to somebody, legally. We sold a keg of beer and we obtained a tapper so that you could pour the beer and we obtained a vessel for the beer to sit in and you could put ice in it, from our distributor whom we bought the beer from. We sold it...

**Sally:** We used it. We bought a keg of beer, it was for a benefit and we\_\_\_\_\_

**Scott:** And we used it ourselves and it cost us over three hundred dollars in fines.

**GL:** It was for personal use?

**Sally:** No.

**Scott:** We used at our business, but we weren't aware that it was against the law, there was a Michigan liquor law that distributor is not able to provide their customers any means of dispensing the beer. They can sell you a barrel of beer, but it requires a tap, a specialized of hardware to get the beer out of the keg. Btu they are not allowed to provide it, we found out the



hard way and had to pay several hundred dollars in fines and points against our liquor license. In addition to that, it's also illegal for them to provide us with a tub to put the keg in. That all they can legally do is sell you the, and even sell you the beer itself. Even the distributors weren't aware of this, and they paid fines as well. But there's a lot of really obscure laws and if you don't know the laws, you pay the fine. There's no two ways about it.

**GL:** For lack of a better word, how did you all get busted on that?

**Sally:** Well it was a paper trail, it was a benefit that we had and we didn't have the setup to keep that many kegs.

**Scott:** They audited the distributor's books.

**Sally:** The distributor had a big truck, we got from two distributors. One \_\_\_\_\_, \_\_\_\_\_, they got busted, they had six infractions against or six different people.

**Scott:** It's things like that, that make it pretty disheartening.

**Sally:** It's just there are probably as in any business, there are a lot of regulations that each industry has to adhere to, no matter what it is. Ours is food, the food is way more than the liquor, but the liquor is, in the state of Michigan is just unusual laws and you better know them or you could get hit with a fine. And ignorance doesn't matter.

**GL:** And then an example of the food handling regulations that you have deal with?

**Sally:** Oh all kinds of things, like how to properly cool food, date-label food. Every couple of years they got a new kick that they get on, then you have to adhere to proper...

**Scott:** There's good reason, a lot of people, you're subject to poisoning people.

**Sally:** Yeah you have things that you have at your disposal that could hurt people, you'd better not be handling it improperly.

**Scott:** They stretch it to the limit. You have special licenses for food, you have special certifications that are required in each kitchen. You have to have a person in charge with continuing education about the sanitation rules.

**Sally:** And that's good.

**Scott:** Although the inspection in food licenses are really exorbitant financially.

**Sally:** But in talking about different regulations, one thing the state doesn't do, and it blows my mind. Is that bartenders are not required to be licensed in Michigan.

**GL:** But the food handlers are?

**Sally:** Yes, somebody's got to be in place in the kitchen. Well wouldn't it be great if you had people that had to get licensed and continue their education, talk about bumping up your employees \_\_\_\_\_

**Scott:** I don't know \_\_\_\_\_

**GL:** Before we leave this topic, the Up North gives quite a lot back to Gwinn. If you could speak to some of these events where you're returning money back to the community and being an active partner in the community. It's certainly something I've seen that's unique about this bar. About both your bars.

**Sally:** Yeah. Well I don't know, you've just got to take care of each other. That's what I have to say. And we, I guess how that really started here is that Scott wanted to have Bike Night, and I was an ex-board member for United Way and I said, "Scott, if we're just going to do Bike Night, we're not just going to do a bike-night, we're going to do something where we help folks out, where we raise money for people." I said, "Do you care if we run with it?" He said, "No." So we ran with it and we started out with a little card table full of stuff and I don't know, raised two or three hundred dollars for whoever. Now we raise, we're a thousand dollars a week, most of the times more, just to help different groups out. And we do a lot of benefits here for the folks that need it, for whatever's hitting them. And we've just got a great spot for it, be it winter or summer. The outside area was fantastic for that. And \_\_\_\_\_ you just got to take care of each other, honestly.

**GL:** Yeah, and this goes back to what you said about the bar being part of the community, taking care of the community. I know you do the Pink Power which is Breast Cancer Awareness. You have certainly done the local firefighters and EMS

**Sally:** We had Honor Flight.

**GL:** Honor Flight, yeah. I've never seen that before. Been in a lot of bars.

**Sally:** Really?

**GL:** Well \_\_ goes back to when I first started drinking, goes back to where Scott was saying it was a neighborhood bar where you went and had a beer and found out what's going on in the community \_\_\_\_ - \_\_\_\_\_ - extent the bar giving back to the community, I haven't seen that.

**Sally:** Yeah. I guess that we've never really never done that until here, was when we started doing it. And it was all because you wanted a bike night and I didn't want a \_\_\_\_\_ - \_\_\_\_\_.

**Scott:** Well I've always been real conscious of community perception. Especially being in the alcohol business because it's not perceived as a real high \_\_\_\_\_ pleasing thing and about anything we can do to befriend the community and help the community is a good thing. And it has been, a lot of other places are starting to copy suit, and \_\_\_\_\_. It's just a nice way to endear your business to the community and that pays rewards and that helps people. So, it's a no-brainer pretty much. It creates a lot of goodwill, people like the place. They're more willing to come in. We've got groups of ministers that used to come for lunch at the Full Throttle. And that place was like, some of the people used to hang out there, the police were afraid of. And now we got families or the police have meetings there. And it's all because of making that extra concerted effort to fit in the community and show them that you're not just a bad guy.

**Sally:** Yeah. It depends on who you are too. It can't be fake, it's got to come from your inside, that's who you are. So if you've got a really nasty person owning a bar...

**Scott:** Which used to be the case. \_\_\_\_\_

**Sally:** I don't know, their perception of the community is going to be a lot different than somebody who's taking care of their neighbors.

**Scott:** Where I grew up, I grew up in a household, a Baptist household. Alcohol was not part of the equation. And it was real strange for me. My mother still doesn't call it a bar, she calls it a lounge.

**Sally:** A lounge.

**GL:** A lounge.

**Scott:** And that's come a long ways. And I felt pretty funny about it. There was a time, years ago, when Bonnie's was for sale, which is a strip joint up the road. And we could've bought that for sixty-some thousand bucks and I just couldn't quite bring myself to figure out how I was going to tell my mother that we bought a strip bar! Although that's one of the biggest, hugest money maker, morally I couldn't do it anyway. But looking back at it, that would have been a tremendous opportunity.

**Sally:** That's the only reason you didn't was because you had to face your...

**Scott:** I thought to myself, "What kind of place is it? Could we go see the lounge?" "No." Anything bars used to have. I just feel that they were especially kind of devious for some. For most people because I was growing up in the Baptist church, and bars were, I remember the first time I was in a bar. I was probably thirteen, fourteen years old. So it's been a real different trip for me.

**GL:** Was it in the U.P. or downstate?

**Scott:** Yes, yeah. It was real, real different. I was not brought up in the culture. And maybe that's why I've been so interested in trying to create a good role in the community. More so than maybe I might otherwise if I had grown up with it.

**GL:** Right. Before we leave that. How did, you might know the answer to this, you might now. How was Bon's able to operate a strip bar in the U.P.? It's the only one I think.

**Sally:** It's been grandfathered.

**GL:** How is it, is it grandfathered?

**Sally:** Well, she's lost her liquor license. She's lost her liquor license, but she serves pop for, I don't know, six bucks a glass? Something like that, coffee and pop. Of course there's \_\_\_\_\_ - \_\_\_\_\_.

**Scott:** And that's, first place it's in the cities like this now too, what are they called?

**Sally:** I don't know.

**Scott:** Well, it's a strip bar that they don't sell alcohol. And I forgot it's a strange \_\_\_\_\_. In order to have an entertainment license like that.

**GL:** That's another license?

**Scott:** Yeah, oh big time.

**GL:** So would that be like a dancing license?

**Scott:** Yeah, exotic entertainment.

**Sally:** But a different type of dancing license!

**Scott:** And the state kind of dictates as to what articles of clothing can be discarded and what has to stay. In Canada, when you have such a license, they don't care what you do. And in Michigan it's regulated, it's like topless pretty much is what it is. But it's very hard, you have to get the consent of the neighborhood for that thing. Actually you do with anything, any bar or tavern there's restrictions. You can't be located within so many feet of a school building, you can't be located within so many feet of a church, and you sure as hell can't have a strip joint in a close proximity to any kind of neighborhood or any kind of place where the morality might be an issue.

**GL:** Did that play into your all's locating the Up North on this corner here as well, so that you have...are there even any residents within the area?

**Scott:** Yeah, one of the owners had a piece of property over here and has since built a home, about three, four hundred feet away.

**Sally:** \_\_\_\_ - that was after. But no, that, it had nothing to do with our decision to move out here. This was purely, probably more economic than anything. One of the partners came in with the property as his down-payment so to speak.

**Scott:** Location is a funny, funny thing. And the location, location, location. If this building was sitting on the lake where it used to be, it would just really be spectacular. If it was in Marquette, near the college and near where everything is...

**Sally:** We'd be done working!

**Scott:** Yeah, it would really be great. And it does fit fairly too because it's very far removed, it's out in the sticks. A lot of people, they drive out here. It's a destination. It's certainly not convenient for anybody, but it's a destination. We get people from I think a fifty, sixty mile radius. They'll get on their motorcycles or get in their convertible or the family van, just to take a ride and have something to do and somewhere to go. And that's where this place is, it's a destination more than anything.

**GL:** So that kind of segues in nicely. You've seen the advent of the motorcycle culture and snowmobile culture and how has that changed the operation of the bar in your all's view? For example, from your previous experience on Ontario Street to 2015 when people are getting in groups to take a trip out?

**Sally:** So how had motorcycles and snowmobiles changed?

**GL:** I'm still trying to formulate this question, but yeah, I'm just playing with it.

**Sally:** Yeah. I don't know if it really has. What has changed is the buildings that we've had, so that now we are, in the winter dependent on snowmobiling. Not a hundred percent, but boy they account for a lot of anybody's, or of our revenue. And it's a kind of person you want to go after. You want to go after anybody with a motor, basically, because those are the people with money. And what they spend per day, what a snowmobiler spends per day, twenty years ago was \$300 a day, fifteen years ago 300 bucks, right. Now it's up to \$450 a day, \$500 a day. Those are they kind of people you want. I don't want to be prejudicial, but they spend a lot more than a cross country skier does.

**GL:** Right, go after people with a motor.

**Sally:** People and motors generally, that's generally what we, does that sound ignorant?

**GL:** No, no. Having motors, that makes sense.

**Scott:** Might I add that the motorcycle thing was a theme, I always seem to have a theme?

**Sally:** At the Throttle?

**Scott:** The Filling Station was automobile and music was the theme. And as years went by and I rode motorcycles more and more, I've always been a little bit like, "Well, yes. Let's do a motorcycle theme, without being a division of the Hell's Angels motorcycle club in Oakland, California. And it was tough. And statistics show that anytime there's three or more motorcycles parked at a pub or a tavern, in front of them, it deters a pretty high percentage of mostly women that will come into that place. And after having designed this thing and come up with all these decorations, I've found that a lot of people are scared, that motorcyclists have had a scary connotation for what reason, I don't really know. Maybe, yeah sure, there's outlaw motorcycle gangs, there's outlaw everything. But the motorcycle thing was quite a challenge in the beginning because a lot of people were scared of the concept, so that was another thing we had to overcome, especially in Little Lake, here. I had some really tough bikers come in there in the beginning and say, "So this is going to be a motorcycle bar. You're going to have to do this, you're going to have to do that." Foul language, and just horrible. So I had to try to down play it, but as it turns out the motorcycling culture is one of the most-friendly, and the comradery, and the friendliness, and to have a bar with a theme like that, a bar-restaurant, to have a theme of motorcycles just worked out fantastic without having the negative. The One Percenter type theme to it. And I think, I really miss that aspect of being in the business. The motorcycle and the rebellious kind of part of it.

**GL:** Before we leave that, the One Percenters, and there's a few One Percenter clubs in the U.P. How did you balance that line where they kind of keep a degree of order without, I've never seen a bouncer, maybe this goes back to befriending those people that could help you in a tight spot. But, I never really caught a vibe from One Percenters or non-One percenter bikers in the bar, wanting to cause problems. How were you able to create that balance?

**Scott:** It's a pretty well-known fact that a motorcycle community, a motorcycle club etiquette. When you come to my house, you're going to respect my house. It's actually a written rule. In any of your motorcycle clubs, the Hell's Angels, the Outlaws, any of the bit ones, even the big, bad ones. It's a pretty common thing to where if you come to my house, you will respect it, when I come to your house, I will respect it. So whatever you're trying to do there. And usually they're a pretty good bunch of guys as \_\_\_\_\_.

**Sally:** And also Gabe you get tested. Wherever you go, you get tested. Be it the neighborhood, wherever you're at, whoever's coming through that door is testing you to see what you're going to do with "their" bar. For a lot of people, it's "their bar". And like with the Throttle, we had a motorcycle club open up a mile up the road and they're a great group of people. A fabulous group of people, and they would come in and like when they would have their annual party, you'd get a lot of different folks coming in. But absolutely respected the place. I mean they talked to Scott and boom, they're best buddies. So it's all, it's who you are.

**Scott:** You befriend them.

**Sally:** Yeah. If you're going to be a jerk, guess what? You're going to have jerks.

**Scott:** Find out who the President is and you put them on your speed-dial.

**Sally:** And he is, still. You know?

**Scott:** Yeah, it's fun. I've \_\_\_\_\_ being in a motorcycle group, I've had several opportunities over the years, but the business is that \_\_\_\_\_ [Sally and Scott talking over each other] You know, I like the brotherhood of it, it's cool.

**Sally:** We even had and I hope they are, I'm not sure, where the Jokers were a sponsor for one of our bike nights. And they're like, "We'll sponsor, as long as you raise money for the Jacobetti Center." We're like, "Great." And it was fabulous. So here the president and his wife, and who you're always thinking that they're the ones that will be handling everything. You'd see these big, burly guys. Because she would make every member buy something from the tables. I mean, they would load the tables up and these big, burly guys would come in with like a heart-shaped plant or something. "Here's for the table." And you could tell that they were like, "Is this okay?" Like, "Ma-ma bear, is this okay?" "It's perfect." Yeah, they're good people.

**Scott:** The motorcycle culture, it's really cool. It's very misunderstood. That's a whole nother story, I find it very interesting. That the pomp and circumstance of the whole motorcycle thing is just really cool. If you're on the right end of it and you know how to abide by the rules and not piss them off.

**Sally:** And as you know most folks that are riding a Harley, most of them are gray-haired because they can afford it. I mean you get the, it's good folks. It's good folks.

**Scott:** But that was the reason behind creating a theme for that bar. It was a little scary in the beginning because it did scare people. Right now, it's a popular place.

**Sally:** Yeah, it's a neighborhood bar and grill.

**GL:** It is.

**Scott:** They get dozens and dozens of motorcycles in the parking lot during the summer, and it doesn't bother, families come in because they know it's not a club house or an outlaw motorcycle place. Just a place for enthusiasts to hang out. They're all, they're good people.

**GL:** I once asked this question, but I'll muse it to kind of change the subject to it. Bands, types of music that have evolved over the last thirty years that you've in bars. How's that changed, in your all's wealth of experience?

**Sally:** Well, you know Scott and I, we don't go to bars. We don't go to bars anymore.

**GL:** You live in a bar.

**Sally:** We really don't since we've opened our first bar.

**Scott:** We haven't had a party at our house for thirty years. It was ever day was a party.

**Sally:** But we really don't. It's not like we're hanging out downtown place or anything. But probably the best way that I can answer that is the music that we have and bands that we hire, truthfully, as we age, so do they. You know? It's like, we have the older-type music coming in. But you also got to beware of where your market is. So you got to get that thirty to forty-five, going twenty-five to forty-five. You got to hit that age group. So we do that as well. But we're not into heavy-metal stuff so much.

**Scott:** I think the problem with bands and music in a bar is not only the expense of hiring a band today is expensive. But you have your musicians unions that you have to pay into and you have...If you hire a band at night, which was usually, you want to draw like a nightclub to have people come in. The band starts at eight or nine o'clock at night.

**Sally:** Its ten now.

**Scott:** But it's usually rock and roll, and along with that comes, nothing against young people. I'm glad they're around, I guess. But you get the rowdier, the less-responsible type people that aren't, that tend to have more problems with the alcohol scene. And you get fighting and just a lot of stuff that doesn't go well. I've always been of a notion that I would rather have them till ten, eleven o'clock, twelve o'clock midnight, and then send them on their way.

**Sally:** Going to fill up the road.

**Scott:** Because there's a big contingent of them that are not good at drinking, they're still breaking the law. And if they come in and you serve them, you're contributing to that.

SA; \_\_\_\_\_

**Scott:** And it's troubling. So I tend to stay away from it somewhat. Now tha we have entertainment, it's usually like on Sunday afternoons. And business people or people on motorcycles can come out and we have an outdoor stage. But the music isn't what it once was in a bar either.

**Sally:** We don't go for that late crowd anymore. We stopped doing that.

**GL:** It's easier dealing with bikers.

**Sally:** Absolutely!

**Scott:** I'd love to have a rock and roll bar. Back when we bought the Full Throttle, that was kind of my, I wanted to have rock and roll, and it's hard. So along with the loud music comes loud customers, you turn the music and their tempers go up, and everything else goes up with it. You can lose control in your atmosphere. And you have to keep control of it at all times.

**Sally:** It's another thing jukeboxes do. Jukeboxes, whoever's playing that jukebox is dictating the atmosphere.

**Scott:** \_\_\_\_\_ put on some really god-awful rap or really nasty language...

**Sally:** In the afternoon, when you should be cutting them off. We have done that, eleven o'clock in the morning, you're cutting somebody off.

**Scott:** Like some girl and her husband, they had their mother in there with her grandkids and some guy puts some god-awful grunge music on. And then it's all loud, and it can destroy your atmosphere right now.

**GL:** Controlled atmosphere. Well we're about close to the end here, I'd like to just kind of put this out there. What do you want to add to this narrative? What can we tell the future generations that listen to this, about running a bar in the U.P. in 2015 with thirty years' experience? [GL trails off, inaudible]

**Sally:** Wow. What a trip hey?

**Scott:** I would just like to go on record...

**GL:** and you will.

**Scott:** I'd just like to go on record as saying that a lot of young people, they don't know the role that bars and pubs and stuff played. Back in my time, and I guess, when was I allowed to start drinking, I guess?

**GL:** Eighteen. Legally.

**Scott:** Like '74 I guess, 1974. And how popular the bars were, and people who owned bars made a lot of money and there was trouble. There was car accidents and there wasn't all the laws, and the drunk-driving. You used to get pulled over if you were drinking, they would pour your beer out and give you a ride home. We were in an accident once, when I was a kid, and I jumped out of the car, ran up to an adjacent house and started raking their law to pretend I wasn't in the accident. And they never knew or ever questioned it. That's the way it used to be. And it wasn't such a big deal in the past. And they made it a big deal, and that's good. Mothers Against Drunk Driving and so forth. It needed to be done. A lot of people dying on the highways. But it has changed so much over the years. People used to get in their car and get a sixer or a twelve pack and ride in the woods and take trips, and road trips and it was a lot of fun.



Looking back at it now, I guess it was being irresponsible in regards to what could happen today if you do that, you will go to jail. But it's just that whole culture that we were a part of and we have lived through it. We have seen the changes, not only that, but we've been in the business and I just go on record as saying, seeing the way things are going right now, I don't think future generations are going to really realize what a bar or a tavern once were. I think it's something that's going to fade off into the sunset, personally. I don't know if I'm wrong or not, but it sure seems to be going that way.

**GL:** Okay.

**Sally:** Oh, I don't know. I think that, especially here in the U.P. And maybe it's in most other places as well. Sometimes it's just hard to make a living. I always tell people, "We're just trying to make a living." And literally, I can honestly say that. In the course of that we provide this great place for people to go to. We employ forty people. And I think that if somebody, even today, is seriously thinking about doing this, God love them. Go with your gut. You got to have intestinal fortitude for this, for sure. But go with your gut, and be prepared to work hard. But I think you have to with anything that, I don't know, you do. In fact, I mean we all work hard, you know? Yeah.

**Scott:** One thing that I will add is in talking with some customers we've had at another location, they have told me over and over that they just don't know or can't imagine what in the world they would ever, ever do if we didn't have this bar here. If we did not have this bar in our neighborhood. That would just change their life dramatically. The bar's been there since the turn of the last century. I mean it's been there since the 1800s. And all the families from that area from way back when, had a real part of that little building. And that was their meeting place, and if that place were to go away, it would just change the culture dramatically. And I can see where it would. I can't imagine living in an area where you didn't have a local watering hole. I guess you'd have to change what you do, where you go, or how you visit or whatever. But it's hard to imagine a world without bars. I think.

**GL:** I do too.

**Scott:** But just, you look at these old bars. Even like Pat's bar in Marquette or Remillard's bar, what if they weren't there anymore? More so I guess with rural, rural bars, places in the country. I mean, that's like your neighborhood....

**Sally:** Meeting place

**Scott:** Little grocery store or something, when they're gone, it's just a huge void. It's something to think about, you know? That's the wave of the, I don't know if something will ever come along that can replace it. I don't know what that would be.

**Sally:** Coffee houses.

**GL:** I don't think it's the same thing.

**Sally:** Got a whole different thing going on there.

**Scott:** Interesting, it's really interesting subject. Prohibition and just the way it's been over the past couple of decades. It's just a really fascinating subject.

**Sally:** And I think that people have become a lot more responsible too. For whatever reason, be it law or growing up or what. But we have all come more responsible, we all know how many drinks you can have before, okay, I got to stop because I'm driving. And there's nothing wrong with that. And we all know we got to get something in our stomachs while we're drinking. We all know that. And I think that if that carries on, so will we.

**Scott:** Younger people just aren't subject to it anymore. They don't know any better anyway. They don't know how people used to abuse alcohol, they don't know how people used to get loaded and drive cars. It's just not fathomable anymore, really. And it's not commonplace. And I don't think....

**Sally:** It's not thought of, like you said, they're more responsible.

**Scott:** I don't know what the statistics are, but I don't think young people are drinking as much, this younger generation is drinking nearly as much as our generation. If you look at the VFW's, you look at the American Legions, their memberships are dwindling dramatically. These guys coming back from the service, they don't come out of the service in their twenties and start hanging out at the VFW or the Legion. They used to.

**Sally:** Yeah, like they did after World War II.

**Scott:** After World War II, it's different today. A lot of those clubs are going by the wayside as well.

**GL:** Dying institutions.

**Scott:** Yeah.

**GL:** Alright. I can't thank you both enough.

**Sally:** The archive. We've been in this long enough to...

**Scott:** A negative spin on it, I'm negative about it

**Sally:** That's okay.

**GL:** There's a lot of gold there. Alright. Scott and Sally, thank you so much from the Up North Lodge. Okay. We'll sign off here.

**END OF INTERVIEW ON TAPE 1 SIDE 2**