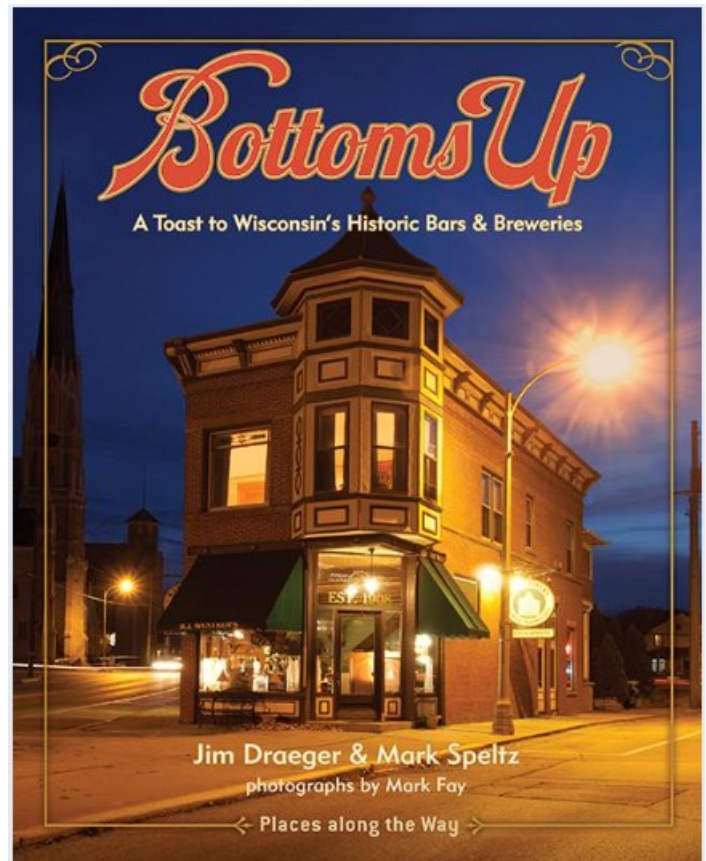


Jim Draeger
Presents



Bottoms Up celebrates Wisconsin's taverns and the breweries that fueled them. Beginning with inns and saloons, the book explores the rise of taverns and breweries, the effects of temperance and Prohibition, and attitudes about gender, ethnicity, and morality. It traces the development of the megabreweries, dominance of the giants, and the emergence of microbreweries. Contemporary photographs of unusual and distinctive bars and breweries of all eras, historical photos, postcards, advertisements, and breweriana illustrate the story of how Wisconsin came to dominate brewing—and the place that bars and beer hold in our social and cultural history.

2025 Spring Membership Meeting

Monday, April 7th at 6:30 pm

New Berlin Public Library Community Room

15105 Library Lane in the City Center

Free and open to the public

Light Refreshments

Jim Draeger, co-author of *Bottoms Up* and *Fill 'er Up: The Glory Days of Wisconsin Gas Stations*, worked in the field of historic preservation and architecture at the Wisconsin Historical Society for more than 20 years, most recently as the State Historic Preservation Officer. From roadside architecture to Northwoods resorts, Jim celebrates the importance of ordinary buildings to our daily lives through his research, writing, and lectures.

Sponsored by the New Berlin Historical Society

Call 262-679-3461, visit www.newberlinhistoricalsociety.org or



New Berlin, WI Historical Society for more information

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