

Name of Interviewee: Jack McAuliffe
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Name of Interviewer: Theresa McCulla
Length of Interview: 74:04 minutes

00:00:02 Theresa McCulla: It's March 9, 2019. This is Theresa McCulla of the National Museum of American History. I'm here with my colleague Steve Velasquez and Renee DeLuca, and I am interviewing Jack McAuliffe, founder of New Albion Brewing Company. We are meeting at Jack's home in Lincoln, Arkansas, and this interview is part of the American Brewing History Initiative, a project to document and collect the history of beer and brewing in America. So, Jack, when and where were you born?

Jack McAuliffe: I was born in Caracas, Venezuela, on May 11, 1945.

TM: And what were your parents' names?

JM: Uh, John James McAuliffe and, uh, oh, uh, [long pause].

Renee DeLuca: Quigley was your mom's last name.

JM: Uh. Margaret Elizabeth McAuliffe.

TM: And, uh, what was, what was your dad doing in Venezuela? What was his job?

JM: Uh, he was with the FBI. He was there during World War II. That's why I was born there in 1945.

TM: And, what do you remember of your early years living abroad?

JM: Uh, I remember living in Tegucigalpa, Honduras, and, uh, Medellín, Colombia.

TM: And do you remember, what do you remember of the, the towns or, uh, of maybe where you played or what you ate and drank?

JM: Um, we lived in town, [unintelligible]. But, uh, the best, the best one was when we moved out to a place called, uh, um, Castellana, outside of, of Medellín. Sort of like in the country. Uh, and we lived there until, uh, I don't know what year we came back. It was, I guess it was when I was eight, so it would be '53, '52, '53. But it was the country. And I used to tear around out in the countryside

and, you know, I had all, you know, Colombian friends and spoke Spanish all the time. And, uh, we had an open courtyard thing—it was a U-shaped thing—with the, the rooms all around it with the, a pati-, not a patio but a, a, a sort of a garden of, decorative garden in the middle. And, uh, liked it there.

TM: Yeah.

JM: You know, it was basically, it's very close to the border, so it's springtime all year long. There's no, you know, hard seasons like we have here. There was the rainy season and the dry season. But the, the temperatures, that was, per-, all, all the same mostly. But it only rained during the rainy season. And then it was dry the rest of the year. The tropics. Just subtropical, you know.

00:03:17 TM: And so, when did you move back to the United States?

JM: Uh, probably in '53. Some, when I was in the 8th grade.

TM: And where did you live then?

JM: Outside of, uh, Washington, D.C., in, uh, you know, basically I grew up in Fairfax County. Uh, outside of, uh, the towns I showed you there when we lived out there in the country. That was wonderful living there, too.

TM: What are your memories of the, of that place?

JM: Of, um, well I remember, one of the, the people we had in our 8th grade was, uh, a fella by the name of Junior O'Rourke. And, uh, he was from a family of the O'Rourkes who had migrated to the United States in the, probably the middle, 1850s. They lived out in the country and they were definitely country folk, Irish country folk. They had, uh, uh, some cows, and raised pigs and, uh. Another thing, uh, of course was hunting. And they had firearms, which I had never had at home, or even seen [unintelligible].

[SV Chuckles]

JM: I have firearms. And, uh, he showed me all about squirrel hunting. And so, the first, after I figured that out, got my, you know, hunting license, uh, I'd jump off that school bus every day, run in and grab my shotgun, and off I'd go, squirrel hunting. Every day without fail. You know, during squirrel season. And, uh, we lived across the street from some, uh, you know, just a dirt farmer, uh, who had a, a horse, Bessy, a, a plow horse, Bessy. He'd plow, you know, about ten acres of land and, uh, uh, grew cash crops to sell to, you know, the locals. And of course,

by that time, there were a lot of tourists that would come out that a way to look at, looky here, this is the countryside. Look, there's a horse.

TM: Were they coming in from Washington? Or?

JM: Yeah, the Washington, D.C., area. Which of course, Oakton and that wasn't like it is now. You know, we lived on five acres, one house, big houses all around. Uh, country houses. Uh, it was rustic. Very rustic.

00:06:39 TM: And at what point did, did your interest begin in building things?

JM: I've always had that. I've always been mechanically inclined, as we say. Uh, you know, I was pounding pegs when I was a kid, you know, a baby. You know what those peg pounders are? That was my favorite. [Chuckles]

TM: Did you have a, what kind of projects did you have as a, as a kid, related to these interests?

JM: Um, I made a ladder for climbing up on the roof, which freaked my parents out. [Chuckles] And, uh, just stuff like that. Uh, there was a, a factory just down the road from where we lived and what they made was amusement park equipment. It was all metal working and, and, uh, welding and stuff like that. So, I'd go down there and saw what they were doing. And that of course fascinated me. Uh, and that's why I do that. Did I say, tell you what my father said about my equipment when he saw it?

TM: No. Please.

JM: He said, "My goodness, this is nothing but a little, a small factory you've got here." "That's right, Pop." [Chuckles]

00:08:17 TM: And so, did you first, uh, learn how to weld, or, or, at, at this factory near your house?

JM: No. I, when we lived in Oakton, Virginia, my dad worked at American University, go off to work every morning and come back. And there was this welding shop called Clay's Welding Shop. And, uh, I went in there and asked them, I told them, I would, I would be just an apprentice to them, and, uh, you don't have to pay me anything, and I'll come in and sweep the floor and do whatever you want. And, uh, but, in exchange for that I'd like to learn how to weld. Uh, Clay was a very good welder. This is when they were, when they were first building the interstates, and of course, you know, the, what do they call that? The loop or whatever it is around Washington, D.C.

TM: Oh, the Beltway.

JM: The Beltway. That was being built. And of course, the road out to, is it Dulles out there in the countryside?

TM: Yeah. Mmhmm.

JM: Uh, that was being built, and all the mechanical equipment and stuff, you know, the brakes, they're made out of metal of course. And we'd go out, Clay took me under his wing, and, uh, we'd go out and repair the equipment and all that sort of stuff. You know, it's all metal equipment. And uh, and uh, so that's how I learned to weld. And then my first, uh, summer, oh, when I, when I was, you know, a, a freshman I got a job with the builder who lived next door, who built churches in the Washington, D.C. area, as a laborer. I was the only white dude on the labor crew.

TM: Who were the other laborers?

JM: Huh?

TM: Who were the other laborers?

JM: Oh, I don't remember their names, of course.

TM: They were African American, or?

JM: Yeah.

TM: Employees. Okay.

JM: And, uh, you know we were just laborers, you know, picks and shovels and that and I, and that, that's why I apprenticed myself to Clay's Welder, Welding Company. Because I did not want to do this anymore. I mean, that was a hard.

TM: Hard work.

00:11:09 JM: Hard way, you know, to work as a kid, for the summer job. So, uh, that's when I went to Clay and, said, "Okay, we'll do that." And what I'd do is, uh, first we, we'd get to a job, and Clay would go in and, and talk to the customer. Dat, dedat, dedat, dedat, and so on and so forth. And my job was to string out, uh, the welding cables, turn the oxygen and the acetylene on, get the torch set up, and uh, all that stuff, then alright, come in and say, "Alright Clay, we're ready to go!" And

we'd go out there and he also would tell me everything that he's doing and why about, about this welding job. So, you know, I learned a, a whole bunch at his foot as it were, which I quite often was. And, um, then, after, in my tenth year, my tenth year of high school, uh, I was working at Clay's in, in the, after I'd, my Dad would, oh, I'd jump off the school bus there at Clay's, and work, and work, you know, as the apprentice there. Then when my Dad came by from American University, in the evening, he'd pick me up and go. Anyways, so, when I was in the, I think the summer after 11th grade, I had learned enough about welding that Clay hired me as a welder. And all these, have you ever seen a welding truck with the generator on the back and tanks?

TM: I think so.

JM: Okay. And, uh, so I got my own welding truck and I would go out on my own, uh, welding jobs. You know, I became, you know, the youngest employee at Clay's Welding Shop. And then the next, uh, the next school year, my parents had determined, you know, I, I, I detested going to school. It was so boring. And, uh, so, there was this place in Maryland. [long pause] I'm trying to remember its name, this, West Nottingham Academy. It was founded during, uh, the early years of American history. It was the oldest co-ed boarding school in the United States. West Nottingham Academy. It's still there, of course. And, uh, I went, I was a senior there and it was the only time I ever liked going to school besides going to college. 'Cause it was interesting and challenging and all that sort of stuff.

00:14:58 TM: You found the classes more stimulating? Or the teachers?

JM: The, the subjects were, uh, skillfully presented, and of interest. They, you know, it was a private school. You know how much better they are than public school.

TM: And so, after high school you, what happened next? You went to college, and then shortly after the Navy?

JM: Yeah, I went to, um, my parents moved to Michigan, and so, after my senior year—we were there in the summer—that fall I got sent up to, uh, Michigan Tech, up in the, uh, way up in northern Michigan. And I just detested being there. Like in the winter, it snowed four hundred inches a year. You know, in the winter, you had to, the snow drifts were so high where they shoveled the snow up, cars all had to have flags on them. High flags so that when they drove around you could see somebody coming above the snow drifts. I hated it. And, um, being confronted with going back to school there the next year, I said, "I'm not doing this." So, I joined the Navy. And they sent me to school out at Treasure Island for thirty-eight weeks of electronics technician school. A School it's called. Then several other

schools. C School is their, called, their, it has to do with specific types of equipment. And after all that happened, I was sent down to, um, Charleston, South Carolina, where that submarine tender you saw on the wall was stationed. And I worked in the, uh, submarine antenna shop because I was so mechanically inclined. A submarine antenna is, you know, a hybrid of electronics and mechanics. They're very mechanical. A hydraulic system is driving them and all that sort of stuff. So, I got sent there because of my mixed skills, hybrid skills that I have.

00:17:46 TM: And at this point, especially during your training in San Francisco, were you drinking beer with your friends, I assume?

JM: As much as I could. You know, I wasn't 21. And they didn't, you know, it wasn't like Washington, D.C., you know, where the drinking age was 18. But I did make a very convincing, uh, you know, uh, I.D. card where, uh, I took a piece of toilet paper, [unintelligible] 1945 was my birthday, I put 1948, or something on it, on a piece of real thin toilet paper. That's in that, is it, I think it was toilet paper. And when I, oh, and I stuck it on there with, uh, some of that, uh, non-glare Scotch tape that had now come out. And when you, you know, you, when I gave them that, that I.D., they couldn't tell that I'd done that, 'cause it was underneath that no-look, no-see Scotch tape.

00:19:01 TM: Do you remember what bars you were going to using this I.D.? Where you went?

JM: Georgetown, mostly.

[Chuckles]

TM: And, and, what kinds of beers were you drinking at that time?

JM: Well, the ones they had there. But, um, uh, it was called the, The Ratskeller, or something there.

TM: The Brickskeller?

JM: The Brickskeller.

TM: Yeah.

JM: It's still there?

TM: Uh, it, no. It closed recently.

JM: Oh really?

TM: Yes. Yes.

JM: Now that's a crying shame, as The Donald would say.

[Laughter]

JM: And they have a, they had a lot of, uh, you know, better kinds of beer, you know.

TM: A very large selection.

JM: Huh?

TM: A very large selection.

JM: Yeah.

00:19:51 TM: Right. And so, from Charleston, was it from Charleston that you were sent to Scotland?

JM: Yes.

TM: To serve. Okay. And where were you in Scotland?

JM: At the Holy Loch. You know where that is?

TM: I, I looked it up on a map before coming here. I, I admit I don't, I did not know where that was.

JM: It's on the Firth, off of the Firth of Clyde. On the western side of Scotland.

TM: And what was your day-to-day work there like?

JM: Where?

TM: What was your day-to-day work there like when you were in Scotland?

JM: Uh, working on, you know, the submarine antennas. The submarines would, they'd go out on patrol for two months. They'd come back in. There was two crews, the gold crew and the, uh, blue crew. And so, they'd switch crews. Uh, and

we'd fix them. I've seen a lot of flooded submarine antennas in my life. You know, where they'd leak and fill with sea water. And they gotta be fixed. And so, they would be alongside for two, two months. There was, you know, a whole, uh, it's called Submarine Squadron 16 [14], I believe. We had about fourteen boats going in and out. Uh, do you know why submarines are called boats? Like, the U-boats? Submarine boat? *Unterseebooten*. Uh, in the Navy, a boat is something you can pick up with a big crane and put on a ship. And in the, the late teens and the early twenties and late twenties, and the, the American government first purchased submarines, uh, they were of such a size that that could be done. You know, there's no way you can pick that, you know, you either, Polar-, Polaris submarine or a Trident submarine and put it on a ship. They're big. They're almost four hundred feet long. And, uh, weigh five thousand tons. Uh, but they're still habitually called boats. And not ships. Don't ever call a submarine a ship.

[Laughter]

00:22:42 TM: And so, it was during this time in Scotland when you, uh, when you encountered better beer.

JM: That is correct.

TM: And, and can you talk about that a bit, please?

JM: Sure. So, I was thinking to myself, "Well, what in the world am I gonna do when I get back to the United States and they don't have beer like this in the United States?" And one day I was walking in downtown Glasgow. And I walked past a place called, uh, Boots, the chemist. You familiar with them?

TM: Yes.

JM: Okay. In their window there, there was a book by Dave Line, *The Big Book of Brewing*, about making beer. Dink! I need to learn how to make beer so I can make beer like I'm having here in, in Europe and Scotland. And, and also I had a Triumph motorcycle then. And I used to tear all around Scotland, you know, go to see all the old castles that, you know. There was a thing called the All Stones, a program in Great Britain to preserve old castles and that sort of thing.

[Unintelligible] They keep 'em in whatever state of disrepair but they don't let them deteriorate any further. And, uh, so I was, uh, a castle hound, tearing around on my Triumph motorcycle. And I even took a, you know, in the Navy you get a month of leave every year. So, uh, I went to Europe for a month, touring all the breweries and pubs and everything like that over there.

00:24:52 TM: Do you remember specific breweries or pubs?

JM: Uh, no. But I remember staying right next to the Seine in a bed and breakfast or whatever. Uh, by, what's that big church out there in the middle?

TM: The, Notre Dame in Paris?

JM: Yes.

TM: Yeah.

JM: I remember that. Used to see that most of the time when I walked into town, and so on and so forth. And I went all the way down to, uh, almost Italy, on it. And back. Actually, it was in, all the way down to, it was a country in, in the south of Europe that's. Anyway. It's south of, uh, Germany.

TM: Czechoslovakia?

JM: Uh, no.

TM: Austria?

JM: Huh?

TM: Austria?

JM: Austria.

TM: Okay.

JM: I took a cable car up on the Austrian Alps and all that shit. And then I came back, uh, to the United States after I got discharged.

00:26:28 TM: Can I ask one, uh, quick question about the beers in Scotland? What, what, how was the taste, how would you describe the taste as, as being different from American beers?

JM: Uh, there was a lot more of it. And, uh, they, they weren't made with, um, adjuncts of rice and corn like American, you know, the dinosaur brewers make them like all that. Now there's craft beer. You know, uh, what I call the, uh, dinosaur breweries, you know, every year they're losing about three to four points of beer sales, beer consumption in the United States. They've been doing it for a long time. Ever since 1976 when the New Albion Brewing Company was started.

[Coughs] And the only brewers that are growing in sales [Coughs] are the craft brewers now.

RD: Water?

JM: No, don't do that. My arm.

RD: Okay.

JM: My back.

RD: Gotcha.

JM: That's paralyzed. But I feel that, like, big time. Anyway, uh.

RD: Sorry.

00:28:00 TM: Was the, was the experience of drinking beer in Scotland different? The, you, did you go to pubs, for example?

JM: Oh yeah. We lived right next to a pub.

TM: What was the name of that pub, do you recall?

JM: I don't recall that. You know, I, I'd drive into work on my motorcycle every year, every day. Park it there by the quay and take the whaling boat out to get on the ship which was tied up out in the middle of the Holy Loch. Oh, did you see that? [Points to the windowsill]

TM: No.

JM: Well, you know how people discover, seeing Jesus in some trees and that sort of stuff, they're mostly the, uh, Latinos. Or, when they, they do something. They, they can, you know, see Jesus in the darndest places, because, you know, they're Latinos and, and they're heavily indoctrinated into Catholicism. And they combine that with, uh, uh, you know, the old religions of South America and Central America. Uh, and anyway, when I was doing this place here, one of the boards had that on it. So, I think I found the face of Jesus in some of the lumber I was using here to build the place.

TM: For the benefit of the tape, you're describing a, a wooden board that's next to me, right?

JM: What's that?

TM: You're describing this wooden, piece of wooden board here?

JM: Yes.

TM: Yes.

JM: Yeah, that's Jesus that I found in, in lumber.

[Chuckles]

JM: Piece of lumber.

00:29:41 TM: Um, so to get, to get back to beer, you, you started home brewing in Scotland. Is that right?

JM: Yes.

TM: And, uh, do you recall the first batch you made? Or one of the, among the first batches? What styles you started with?

JM: Uh, not really. But when I got back to the United States, uh, I'm working in, I was living in San Francisco. And I had a job down in Silicon Valley, because I was a techie, you know. And, uh, and I'd drive back home. I liked living in San Francisco, of course. Having been there in the Navy. And, uh, so I started making beer. And I noticed that everybody really liked it, 'cause it was so different from, you know, the products that were available to the American consumers. They really liked it. And, uh, I thought to myself, "You know, I bet I could make a small brewery and sell this stuff. And people would pr-, they would probably like it." And, uh, and the rest is history.

[Laughter]

JM: Um, you know, do you know how large the craft brewing industry is today in the United States?

TM: I think it's over seven thousand, if not seventy-five hundred breweries, I believe.

JM: That, and, and, a hundred thousand people or more that are employed by breweries now. And, uh, the gross national product of craft beer, I overheard, is about eighty billion dollars a year.

00:31:51 TM: So, and the start of this story is very much with you having this idea. The start of this whole.

JM: Yes.

TM: Growth is with you having this idea to, to, to found a brewery. Um, when you came back from Scotland, you brought your brewing equipment with you, is that right? And, and some of the books that you used?

JM: Oh, of course.

TM: Okay. And do you, what, what styles of beer were you brewing when you were still homebrewing at the time?

JM: Oh, just, you know, all malt beer. No rice or corn adjuncts in it. And, uh, oh, I also gotta tell you my, uh, well this is after I started the, the brewery in 1976, when I was trying to buy cartons in, of hops. Um, so I called around, the, the hop brokers. "No, no, we can't sell you any of that. We're all mobbed up with the, all our big brewers and we can't violate our agreements." And they, one, one of them told me, "You know, there's this new-fangled hops called Cascades, with this one hop broker." And he gave me his name. He was trying to sell it, but he couldn't sell one single bale of it to the big brewers, 'cause it was su-, so, such a different type of hops, called Cascades. You familiar with the taste of Cascades? Okay. Anyway, the big brewers wouldn't touch it, so I said, "I'll take a bale." So, that's the hop, that's the only hops I used at the New Albion Brewing Company.

00:33:48 TM: So, and now, so, shortly after you opened, you had, you had been using English hops. Is that right? And then you switched to the, to Cascade in [unintelligible].

JM: No, I couldn't buy any other hops. Not in bulk like you would need at a, you know, at. We made a barrel and a half a day of beer. That was the capacity of the, the brewery. But you couldn't do that by buying it at, you know, a homebrew shop. So, I got, got a hold of a, a two-hundred-pound bale of Cascade hops and used that. That was the only hops I used. And of course, now it's the, uh, the most used, uh, hops in, in the country.

00:34:36 TM: Do you, do you recall the first time that you tried a beer that you had brewed with Cascade? The, the flavors of that beer?

JM: No. Just, just at the New Albion Brewing Company. You know, they didn't have Cascades. That's an American hops. They, that wasn't used at all in Europe.

TM: How would you describe the, the resulting flavor in your beer when you brewed with Cascade as opposed to other beers that you had had?

JM: Uh, it tastes like Cascades. Smells like Cascades. And it's, you know, sort of, you know, we, we didn't use a filter. We didn't filter it or anything. It was all, uh, fermented in the bottle to get it fizzy. You know, we didn't mechanically inject carbon dioxide in it. So.

00:35:31 TM: And I, I'm curious, when you were, um, starting up your brewery in '76, or even before then, uh, you met Michael Lewis, Professor Michael Lewis at, at UC Davis?

JM: Yes. Are, are you acquainted with him?

TM: Yes, I, I visited him there.

JM: Did, did you tell him you were gonna come here?

TM: No, I haven't, I haven't told him. I will.

JM: Yeah.

TM: But, um, but, can you describe some of your meetings with him and what he was like at that point?

JM: Um, well he was the first, uh, professor intr-, um, uh, to establish a brewing program at a university. Uh, it's the University of California at, let's see.

TM: Davis.

JM: [unintelligible]

TM: At Davis.

JM: Huh?

TM: Davis.

JM: At Davis. Yes. And, uh, so I used to go see him quite a bit. And, you know, I'd bring his students over, you know, he'd come over for tours of our brewery, of course, to show his students. And, uh, there was one guy, uh, Don Barkley, uh, to who, was a, who graduated eventually from there, who came over and became a

brewer at the New Albion Brewing Company. He now runs a, a brewing business in, uh, in Northern California. Outside of Santa Rosa. Forgotten the name of it. Anyway, look him up too.

TM: Sure, yes, at Napa Smith.

JM: Huh?

TM: At, he's at Napa Smith, I believe.

JM: Yes, that is correct.

TM: Yes.

JM: Have you talked to him?

TM: Not yet, but I will.

JM: Okay.

00:37:23 TM: Yes. Yeah. Now, and, and Professor Lewis, he advised you on the yeast that you should use. Is that right?

JM: He would what?

TM: He advised you on the kind of yeast that you should use in your beer? Is that?

JM: No. Uh, I bought, um, just an ale yeast. Uh, I forgotten the, um, from a brewing laboratory, it's, uh, something-or-other C6. Mark will know the name of it. [Chuckles] Ask Mark if he still likes fireworks.

[Laughter]

JM: He's nuts about fireworks.

[Laughter]

TM: Alright.

JM: You know, he's from, um, the Napa Valley. You might wanna go up and see where he lives up in the Napa Valley.

TM: I will.

JM: I mean, they have a very large spread from the early days up there. He lives up there. Tell him you wanna see the farm.

TM: Okay, I will.

[Laughter]

00:38:31 TM: Um, I'm, I'm curious too, uh, you came to know Fritz Maytag at Anchor.

JM: Oh yeah.

TM: And, can you describe when you met him and, uh, and some of your trips to his brewery?

JM: Well, what, what I did is, um, uh, you know, he had tours, scheduled tours once a week or whatever. So, I surreptitiously, uh, would go down to the Anchor Brewing Company, uh, just as a beer tourist. And that's how I originally met him, and, and got to know him. Of course, after, uh, oh, when the Bauer & Schweitzer Malting Company, where I used to get my malt in San Francisco, went out of business, uh, Fritz used to get his, uh, malted barley there, too. And what he did, you know that, that malt bin I showed you?

TM: Mmhmm.

JM: Okay. I would take that down to the Bauer & Schweitzer Malting Company and fill it up with several hundred pounds of malt. And, uh, he knew I had run out of malt, too. But he was big enough. And he had, uh, a railroad siding next to the brewery. And he was able to buy it, of course, by the carload. And he, he said, "Here, I'll tell you what you do, Jack. When you need some malt, why don't you just come down with your malt bin and I'll, I'll sell, I'll, we'll fill it up and I'll sell it to you." It was extremely kind. You know, I'd a been gone out of business if he hadn't done that.

TM: Do you, do you recall, um, drinking Anchor Steam Beer around this time?

JM: Well, of course!

TM: Of course.

JM: [Chuckles] It was a, you know, at the time, the best beer in San Francisco. Real beer. Still is.

00:40:56 TM: And so.

JM: Have, have you met Fritz?

TM: I have. He was my first interview. And.

JM: Ah.

TM: He's a wonderful person.

JM: Yeah.

TM: Very generous to a lot of people as you've said.

JM: Yeah.

00:41:08 TM: Um, so, I'm, I'm curious about all the other pieces in the process that were required to build your own brewery. So, for example, needing to get a permit from the state. Uh, what was the work involved in getting a permit from California?

JM: Uh, you had to fill out, um, a federal form, telling them, it's sort of like a clearance form. Tell them all, all the everythings about everybody you had known and, if you'd ever been caught [unintelligible], it's the sort of stuff that the [Jared] Kushners don't understand. That's why they had to fill out their security, uh, forms so many times. I only had to do it once.

[Laughter]

JM: And then if you, you're a qualified person by the ATF, well, then you can go into the brewing business. And, um, brewing permits are issued by the state. Once you're cleared for, federally cleared to, engage in the fabrication.

TM: Was it difficult to explain what you were doing to the state?

JM: Oh, my word! Oh, when I would tell people what I'm doing, they would look at me, and evidently not a, a word I was saying, it's sort of like, you know, I had arrived from Mars and I was speaking Martian to them. They had absolutely no idea of what I was talking about. None.

00:42:56 TM: Well and I, I'm curious, on your end, when you, when you thought, "Well, I want to make beer that is good, that I want to drink. I want to open a small

brewery myself.” Did you have an idea of what you wanted it to be? Did you, did you want to make it as big as possible? Or just make good beer and make a profit?

JM: Well, well of course. Every brewer, any, any business wants to make, make a profit. You know, there's two things happening at any business. They're either making a profit, or they're going broke. There's no middle. No such, no middle. And they're not, uh, you know, not a non-profit business where you get, people give you money for, so you can give them a tax write-off. Sort of like Trump does, you know. He's good at that sort of fraud. Uh, I of course wasn't. And, uh, so.

00:44:00 TM: How did you find the location for your brewery?

JM: Um, actually, that's, uh, I used to go up into Sonoma County on my bike, and San Francisco, too, after I got out of the Navy, and, uh, I found Sonoma, California, which is a cute little town. Have you ever been there?

TM: I have, yeah.

JM: Well, you know how cute it is. Have you ever been down here in Prairie Grove?

TM: No.

JM: Uh, you need to go through that. It's a very little cute town, too.

00:44:50 TM: And so, Sonoma seemed like a good place to, to found your, your brewery?

JM: Oh, yes. It's right in the middle of the wine country. Uh, people up in that neck of the woods, uh, readily, you know, this is, uh, the California of the, of the seventies where, uh, what's her name? In, that opened, uh, a restaurant?

TM: Alice Waters?

JM: Yes. It was that era. You know, Californians will try anything once. Let's see if it's new. They're not like, they're a different sort of critter from most Americans. At least were. So, uh, yeah, I was readily accepted up there.

00:45:50 TM: And that, and that's a, that's an interesting question. Did you feel, did you feel like you were part of a, of a movement in food and beer and wine at the time?

JM: Yes. Uh, you've seen the *Food and Wine Magazine* and all that, you know. They came to visit, of course, like they would a winery. Uh, I think it was, I was

probably, except for Fritz's place, the only brewery that anyone from *Food and Wine* would ever even think of going to, you know.

TM: Uh, so, another, another very important component in starting your brewery, of course, was money. Was getting capital and, and.

JM: It's the most important thing about a, a brewery. Money.

TM: And so, where were you, where were you able to get, uh.

JM: Well, I learn, I wrote a business plan. I learned to write a business plan. And I'd go around and float it to people. And I finally got enough people who liked this crazy idea in California. And I started with ten thousand dollars in cash money, and put together, you know, the brewery in that shed. Using that. Had a little bit left over to buy malt and so on. And away we went.

TM: Do you remember, were the kind of people who were willing to fund you, were they in wine? Or were they business people? Or, who were your investors?

JM: Just normal people. Californians, that, you know, normal Californians. Uh, who thought, "This is a good i-, this is a good idea." You couldn't, you couldn't sell it in Arkansas at the time, I can tell you that. But you could now.

[Laughter]

TM: And how did you meet, uh, your, your collaborators Suzy Stern and Jane Zimmerman. How did you meet them?

JM: Um, let's see here. Well, they lived in Sonoma and expressed a great deal of interest in the brewing. And that's why Suzy Stern, uh, have, have you talked to her?

TM: Not yet, but I will.

JM: Okay. Um. And she, uh, you know, worked at the, at the brewery as a brewer after I sh-, showed her, you know, she ran the brewhouse, making the wort that would then be pumped to the cellars for fermentation.

TM: So, was it a small operation at the start, the, the two or three of you working there then?

JM: Oh yeah.

TM: And so.

JM: When it started, I, I was, you know, doing the whole thing myself. I was pretty busy.

[Laughter]

JM: You know, there's an expression, um, you know, if you want to stay busy, there's, uh, three things you can do. You can, uh, dress a woman, run a brewery, and there's a third item in there. [Laughs] Dress a woman. Run a brewery. And something else. I've forgotten, it was so long ago I heard that phrase.

[Laughter]

00:49:42 TM: And then, a, a final piece of, of, of building the brewery was of course the equipment and, and you built much of it yourself.

JM: Yes. Well, you know, nowadays, you know, you can just go to JV Northwest and buy the little equipment or whatnot. But the only brewing equipment fabricators at that time made everything, you know, at least five hundred barrels for the big brewers. Duh. No such, no such thing was even thought of or available.

TM: So, so what did you do?

JM: Well, I fabricated it myself. Said, "Okay, I'll show you what I want to do. Watch this."

[Laughter]

TM: And where, where did you find, uh, the, the bits and pieces that you used to fabricate?

JM: Well, the, I, I found the, uh, at the, uh, what was that place called? Uh, this homebrew place in Berkeley. Uh. Anyway. And they had purchased a bunch of these, uh, surplus Pepsi-Cola, uh, fifty-five-gallon drums. And I'd say, man, that'd be perfect to build, you know, as, as the brewing vessels. It was stainless, easily washed, sanitized, so on. It was called, I'd forgotten the name of that place.

TM: Was it Wine and the People? Or was it, uh.

JM: Wine and the People.

TM: Okay.

JM: Exactly. You're hip to them?

TM: Uh, no. I, I have, you know, I've been speaking with the, um, the founders of a homebrewing club in San Francisco recently, the San Andreas Malts.

JM: Oh, the San Andreas Malts.

TM: And they, they were in connection with.

JM: Okay.

TM: Wine and the People as well. So. You, you all, you were brewing at the same time. But you were doing it more professionally.

JM: Oh yeah.

TM: Yeah.

[Chuckles]

00:51:41 TM: So, you opened in 1976. And, uh, what, what was the initial reaction from the brewing world and the wider world when you opened?

JM: Uh, we sold every last bit that we brewed except for what I drank at the brewery.

[Chuckles]

TM: And do you remember the, the very first days, um, what, what was a day in the life of the brewery like for you and your co-workers?

JM: I'd start grinding the malt. Get the malt, uh, mill fired up about six o'clock and, uh, start then. And we'd be done around 5:00, 5:30, with that day's brew.

TM: Did you brew every day? Or no?

JM: Five days a week.

TM: And did you start, did you start with the ale?

JM: Yes.

TM: Yes.

JM: Then we added a porter and a stout. As you can see from those labels up there.

00:52:42 TM: And I, I do want to ask about the logo and the, the name that are on the labels, of course. What, how, what was your inspiration for the name of this brewery and the look of it?

JM: Uh, well, the ship that's in there is the *Golden Hinde*. Uh, that, um, what was his name? He was a bounty hunter, pirate, chasing the.

TM: Francis Drake? Sir Francis Drake.

JM: Sir Francis Drake. Anyway, you know, there's the Drake's Bay out there in Marin County. And, uh, since I'd been in the Navy and, uh, the original name of this, uh, the *Golden Hinde* was the *Pelican*. And there's a, a brewpub out there called The Pelican Inn now, out in Marin. That's an interesting place. Uh. Uh, you know, so, that's why I use that ship, you know, uh. Breweries, uh, they a, they always have something that looks back on history. So, I said, well, you know, if New Albion Brewing Company does it, then, New Albion was the name of Northern California that, uh, Francis Drake gave to the northern part of California, claimed it for Queen Elizabeth. Uh, not the second one. That's why we don't have to say Queen Elizabeth I. There was no second at that time. Anyway, uh. And he called it Nova Albion. New England, in Latin. Uh, named after the cliffs of Dover. And I liked that connection, you know. But I thought, you know, if you don't have a historical connection, make one up. That's what I did.

[Laughter]

00:55:13 TM: On, on the wall you also have a framed photograph of yourself and you're wearing a leather apron.

JM: Yeah, that was taken, uh, with my hand on the barrel washer. It's visible over here on the, uh, one of the newspapers when they came up to interview me, took that picture. And I was acquainted with the guy, uh, because he was well known in San Francisco. That was the day of the raising hell publications, you know, the, the un-, the unusual newspapers and that. Um, so, that's that part.

00:55:59 TM: Why did you wear the leather apron when you brewed?

JM: Well, it was, that's part of my PR operation. You know, all the, it's a brewer's apron. Of course, I always use, you know, use it for metalworking and stuff like that, too. You know, you can weld and the sparks jump out and, you know, it doesn't catch on fire.

TM: Did you see brewers wearing that apron in Scotland or elsewhere in Europe when you were there?

JM: No, I never wore it for brewing. That was, that's strictly a PR piece. That's another thing, you know, you gotta do. You gotta generate PR.

TM: And so how?

JM: Even if you, even if you have to make it up. [Chuckles]

TM: And so, how did you do that in the early days? Um, how did you, how did you get the message of your beer out to the world?

JM: Um, people came over and they were extremely curious. Newspapers, all kinds of things. It was, it's the San Francisco Bay area. There's a lot of curious people out there. [Chuckles]

TM: So, people, people came to you. It sounded like you didn't have to.

JM: What's that?

TM: People came to you. It sounded like your, your beer was enough to attract them.

JM: That is correct. Just the, you know, the rumors of it. There's this crazy guy making beer up in Sonoma! What?

[Chuckles]

JM: You mean in wine country? Is he crazy?

RD: Yeah.

[Chuckles]

00:57:28 TM: But you were also very inspiring to a lot of homebrewers who wanted to do what you were doing. You know, I'm thinking of people like Ken Grossman. Um, do you recall some of those visits from brewers?

JM: Yes. Ken Grossman is another one that, you know, surreptitiously came for a tour.

[Chuckles]

JM: He told me that later on. Have you met him?

TM: Yes, I have.

JM: Okay. Good.

TM: Yeah. Yeah. So, do you remember him coming to the brewery?

JM: Uh, no, because it was in, you know, probably a crowd of at least, you know, five to ten people. And he did it very surreptitiously.

TM: Um, do you, do you remember some of the, any other visitor who came? You know, writers, or?

JM: Not in particular, no. Except Michael Lewis and his, you know, his students. They'd come over about once a month. You know, Davis is just up the road from Sonoma. On the way to, Excremento, I call it.

[Chuckles]

00:58:33 TM: And, uh, and so at what point did you realize that you needed or wanted to expand the brewery for it to be profitable?

JM: Uh, well I knew for a big time. A long time. You know, living like a spider, upstairs in, in the brewery there, uh. But that was, you know, the, the big, uh, shrinkage of 2007 and 2008, and, uh, I was using whatever profits that we were making, uh, to try to get financing. But you know, money was not, well, that's when there was, you know, thirteen percent interest rates on houses. In '68. Nothing like today when money is just about free. Imagine, in, from federal paper, government paper? You know, they were, uh, twenty-year bonds, ten-year bonds. They were making ten percent. Uh, so.

TM: And so, how did you go about trying to raise funding? You went to banks or, who else did you try to?

JM: A bank wouldn't think about lending to a, a company like this. You know how, uh, you know, they'll only loan to Anheuser-Busch and millionaires.
[Chuckles] Aside from some, you know, piddly loan.

TM: Did you feel like you were, um, Anheuser-Busch had a production facility near you, in northern California. Is that right?

JM: Now what?

TM: Um, Anheuser-Busch was brewing close to you in northern California when you were open. Is that right?

JM: Other brewers?

TM: Um, Anheuser-Busch? Did you feel like you?

JM: Oh yeah. They.

TM: Yeah.

JM: They were over in Davis.

TM: Mmhmm.

JM: Big, you know. But there were no small breweries.

TM: And so, did you feel like when you were brewing, that you were, you were seeking to compete with bigger breweries? Or no, not really?

JM: No. No. That's one of the things that people thought. You know, it's, talking to them in Martian. You know, they would say, "Do you mean to tell me you're gonna compete with Auggie Busch?" No. I said, "This is completely different." You know, they just didn't understand. I was speaking Martian to them.
[Chuckles]

1:01:42 TM: So, you opened in 1976. At what, at what point did it, um, at what point was it clear that New Albion had to close?

JM: In, I think we closed in 1982.

TM: Okay.

JM: You know, I simply did not have any more money left, from trying to get financing at that time. It didn't work out.

TM: And, how, how did you feel when you knew that that was going to happen?

JM: Well, I went, uh, back to my old, uh, ways and, uh, you know I worked in the control and automation industry.

TM: And, so, and first you went to Mendocino Brewing Company right after you closed, is that right?

JM: Um, actually those guys were one of the brewers that came down and told me what they had in mind. I don't think their brewery opened until after I had departed. Have you been there?

TM: Uh, not yet. No. I've been to Hayward, to the old Buffalo Bills Brewpub. But not up to Mendocino.

JM: Okay.

TM: Yeah. Yeah. And how.

JM: It's over in Hayward, huh?

TM: Uh, Buffalo Bills is in Hayward, yes.

JM: Hayward. Yeah, that's right over there.

TM: Yeah.

JM: On the east.

TM: Yeah.

JM: East Bay.

TM: What did they, what were they, what did they describe to you as their idea for their, their operation?

JM: The same thing that I was doing. You know. They got the idea. [Chuckles]

1:03:26

TM: And so, what came next then? You said you, you moved into an, other, your, the fields that you had been in prior to brewing?

JM: Uh, yeah. Control systems. Control and automation.

TM: And, uh, where did you, where did you live?

JM: Uh, when I first started doing that. [Coughs] I lived up by Santa Rosa. I worked for a company up in, I forgot the name. It's another cute little town like Sonoma with a square. Uh, uh, E&M Electric.

TM: Did you homebrew at that time?

JM: Uh, no, I was done all of, with, you know, that part of things.

TM: You just, you felt like you wanted a, a, a break from beer? Or to leave beer behind?

JM: Yeah.

01:04:39 TM: And then as time went on, what, what are some of the other cities that you lived in?

JM: Uh, let's see. Sonoma. San Francisco. San Antonio, Texas. Uh. Let's see. I think I moved here from San Antonio. In, uh, 2012. [Coughs] And built this place. [Coughs] You know, uh, what's his name from, uh, the Boston Beer Company?

TM: Jim Koch.

JM: Jim Koch. Uh, he put together, he brewed about sixty barrels, I think, of New Albion Ale. And, uh, and what he did since I had inspired him and so many other, you know, craft breweries to start, he said he was gonna give me all the profits from that sale of sixty barrels of beer. He eventually, let's see, in 2013, he actually gave me three hundred and fifty thousand dollars. "Here." [Chuckles] That was very kind of him.

TM: He was honoring your role at the start of, of all this.

JM: Yes, that's the way he put it.

1:06:33 TM: What has it been like to see the, the craft brewing industry grow so big?

JM: Damndest thing I ever saw. It's really hard to believe that this happened. This can't happen here. [Chuckles] Truly amazing. You know, to start an eighty-billion-dollars-a-year industry. Duh.

01:07:01 TM: And what, in the last ten years, you have re-entered the brewing world. And, and now brewers everywhere definitely know your name. What has that been like for you to join that world again?

JM: Uh. Well, I'm, I'm not a publicity seeker and, you know. I'm much better being anonymous than. But I play my role, you know. If somebody wants to talk to me and all that sort of stuff, you know, I, I can't tell them what, what to go do with themselves.

[Laughter]

TM: How have?

JM: That would be impolite.

[Chuckles]

TM: How have your tastes in beer changed over time? Like, what, what kinds of, what styles of beer do you like now?

JM: Um. Well, I drink this stuff because it's so low in alcohol, it's almost, you know, 3.2 beer.

TM: That's Busch Light.

JM: Yeah. And it's cheap. Low in calories. So, I can keep my, uh, girlish figure.

TM: But if, if you sit down to a nice dinner, what kind of beer do you want next to your dinner?

JM: Depends where we're gonna go.

TM: Okay.

JM: Where we're gonna eat.

TM: If you go to the Creekside Taproom, what do you drink at the Creekside Taproom, in Siloam Springs?

JM: Uh, Philosopher King. It's a well, uh, Cascade hopped beer. You'll see. They have twenty-two craft beers all made in Arkansas. [Chuckles] The Ru-, the Rutledges own it. Rhonda and Keith Rutledge. Uh, she, a former teacher, and he,

uh, played in high, high school band, marching team. He's a horn player. Oh boy, I can't wait to see him again.

[Chuckles]

JM: These guys. [Laughs]

TM: Paul Manafort is on TV. [Chuckles] Um.

JM: You know my father grew up in the, uh, he was active in, well, not active politically, but, uh, with, uh, who's that, the crazy Senator from Wisconsin in the early fifties? Um, what was his name?

RD: McCarthy.

TM: McCarthy.

JM: Huh?

RD: McCarthy.

TM: McCarthy.

JM: Oh yeah. He couldn't believe that man. But, you know. He should see this one we got.

[Laughter]

JM: Makes McCarthy look like a choir boy.

[Chuckles]

01:10:29 TM: Alright, I, I have just a couple questions to end on. Um, you, you've said it's, it's been so surprising really for all of us how big beer is now in America today. Craft beer.

JM: Yes.

TM: Do you like the term craft beer? Is that the best way to describe the kind of beer you and others brew?

JM: Well, I have to accept it. Sure, it sounds, it's fine, just fine. [Chuckles]

TM: Okay. What do you think is coming for the future of beer in America? Are we going to have more and more breweries?

JM: Yes. Small breweries. You know where we're going up here, in Prairie Grove, they have a brewery. Most any town of five thousand people or more has, has a brewery in town. It's quite amazing, isn't it?

01:11:23 TM: And what, what role do you think breweries play in communities of all sizes?

JM: Uh, quite a bit. Uh, you know, beer is a, uh, social beverage. Uh, that's why people go to the bar and hang out. Uh, and so on and so forth, and, you know the people that like craft beer are, uh, generally well educated. They've been more places than one. Uh, like Rhonda who runs the Creekside Tavern. She's a former, uh, school teacher. And there's a lot of teachers that go there in the evening after work. That sort of thing. You know, because both of, uh, both of the owners, you know, were either teachers or worked at the high school. So.

01:12:48 TM: Alright, well, and I have one big question to end on, which is thinking about your, your time in brewing and the influence you've had over so many people, what would you say you value most about your career as a brewer?

JM: Uh, oh, that I'm not doing it now. [Laughs] I guess. I don't know. Value most? I don't know. See, I'm not a, I'm probably the least introspective person you'll ever meet. [Laughs]

TM: Well, you've had a great influence on many people who make beer and who enjoy beer. And.

JM: Good.

TM: So, Americans appreciate your.

JM: Right.

TM: Your bright ideas.

JM: Yeah. That, that's, that's a good thing. I like that.

TM: Great.

JM: I did the best I could at the time. [Chuckles]

TM: You did a great job.

JM: [Chuckles]

TM: Thank you so much for your time today and for.

JM: Well, of course.

TM: Welcoming us to your home.