

What's in a NAME?

Memorial monikers quietly keep area history alive

Story by Alan Hamari | Photos by C.T. Kruger

You can find Rita Rae at Rita Rae's, but you won't see Don or Roy at Don and Roy's.

Marty and Lee each worked at Marty's Pizza and Lee's Dairy Treat, respectively, but those businesses now have new owners.

Brookfield has businesses, parks and other structures named after a wide variety of people, but not everyone knows the stories behind those names.

Rita Rae's, Don and Roy's

For instance, Rita Rae Olsen has owned her bar and grill at 16760 W. Greenfield Ave. for nearly eight years, but you'll have a tough time finding Don or Roy at Don and Roy's Motorsports, 17740 W. Bluemound Road. However, you will find owner Bob Van Zelst, who bought the business from brothers Don and Roy Mahood in 1972.

Back then, the business was in New Berlin. Van Zelst moved the store to its current site on Bluemound Road in 1982 and said he still gets questions about Don and Roy "all the time."

Van Zelst has a couple reasons he didn't change the store's name when he bought it 35 years ago. First, Don and Roy's was an established name in the area and already had a firm customer base.

And the second?

"The answer is, we didn't have enough money for the sign and new letterhead," he said.

Lee's Dairy Treat

A handful of Brookfield businesses are still honoring their founders decades after the stores first opened. Lee Bugs purchased the ice

cream stand that became Lee's Dairy Treat, 14040 W. Greenfield Ave., when it was still part of the Blue Boy franchise in 1971. Bugs renamed the stand in 1976 and ran it until his death in 1999.

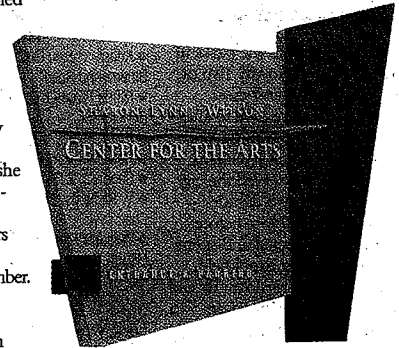
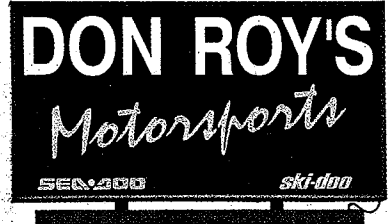
Still, the store continues on under the leadership of Bugs' daughter, Danette Bugs-Janik.

"I wanted to do everything my father did, just because he was proud of himself for doing this," she told the Brookfield News in a September 2006 story.

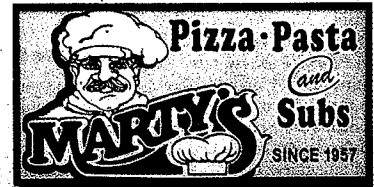
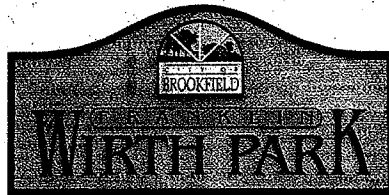
The ice cream stand, which offers treats such as the "Chiller Diller," is open mid-February through November.

Marty's Pizza

One of the oldest businesses in



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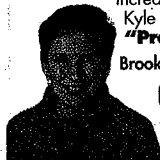
Last week's most-viewed staff stories:
Board to determine K4's fate
Fire chief set to depart
A case for culinary arts
Tentative contract agreement reached
BrookfieldNOW.com
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"Elmbrook officials must come to terms that they must find other ways to work within their budget rather than just continually trying to increase their student enrollments."
Kyle Prast.

"Practically Speaking"

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COMMUNITY VOICES



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Photo by Richard Goehre
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UNCLAIMED TAX REFUNDS

The Internal Revenue Service is holding unclaimed refunds for hundreds of Milwaukee-area residents. Find out if you're one of them by checking our searchable list.
BrookfieldNOW.com
ElmGroveNOW.com



GOING PRICES: The home at 16265 Patricia Lane in Brookfield recently sold for \$246,600. For more home sale listings, visit your local NOW site.

NAME

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Brookfield, Marty's Pizza, 16630 W. Bluemound Road, started out as a grocery store owned by Marty and Angie Skibosh, parents of Brookfield-Elm Grove NOW sports reporter Tom "Sky" Skibosh.

The Skiboshes started serving pizza a few years later, and the grocery business phased out in favor of the new dish. The Skiboshes sold Marty's to Ed Bautz in 1980. Bautz has since expanded the restaurant's reach into catering and opened a second Marty's in Delafield.

Mitchell Park, Wirth Park

So, what about the parks in the city and the town? Two of the city's largest and most popular parks are named after Brookfield's first two mayors, Franklin Wirth and William Mitchell. Wirth served the city for more than two decades — from 1954 to 1976 — before Mitchell was elected and spent 10 years running Brookfield.

City Clerk Kris Schmidt said both men worked hard on acquiring land for the parks, and the parks were named in honor of the mayors' efforts.

"Wirth Park has been Wirth Park as long as I remember," she said.

The land for Wirth Park, 2585 Pilgrim Parkway, was acquired in 1961, and the 145-acre site houses the city's aquatic center, a skate park, baseball fields, volleyball courts and other amenities.

Mitchell Park, 19900 W. River Road, has been compiled through a series of small land acquisitions during the past three decades. The 433-acre

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FYI

Here is a partial list of some other businesses with people's names in Brookfield:

- Bill's Power Center, 13885 W. Capitol Drive
- Flanner's Home Entertainment, 16220 W. Bluemound Road
- Grasch Foods, 13950 W. North Ave.
- Kopp's Frozen Custard, 18800 W. Bluemound Road
- Murf's Frozen Custard, 12505 W. Burleigh St.
- Pistol Pete's, 16755 W. Lisbon Road
- Rosati's Pizza, 17565 W. North Ave.
- Sendik's, 2315 N. 124th St.
- V. Richards, 17165 W. Bluemound Road
- Wilson's Meadow Inn, 14735 W. Lisbon Road

park, which includes a portion of the Fox River, features more than 300 acres of wetlands and woodlands, as well as the Sharon Lynne Wilson Center for the Arts.

Sharon Lynne Wilson Center

Sharon Lynne Wilson was a longtime Brookfield resident and Northwestern University graduate who died in 1995 after a battle with breast cancer. A fervent patron of the arts, Wilson's family in 1998 received the naming rights by making a significant financial contribution to the center, which was

then known as the Elmbrook Performing Arts Center.

A portrait of Wilson graces the lobby of the facility, accompanied by a brief biography.


"She had a love of the arts and recognized the need in the community for a venue for all the performing and visual arts," the dedication reads.

The center, which opened in January 2002, now hosts dozens of performances every year. Brookfield Central and Brookfield East also use the facility for their musicals and plays.

Eble Park

Hockey and ice skating fans have Florence and Roy Eble to thank for Waukesha County's Eble Park Ice Arena near Bluemound and Janacek roads in the town of Brookfield.

Florence Eble was born in 1903 in the house that still stands on the property, and her family farmed the land for more than a century before Florence and her brother, Roy, donated the 32 acres to the county in 1987, said Ginny Bocek, a program park specialist with Waukesha County. As part of the agreement with the county, the land — worth an estimated \$4 million at the time the Ebles donated it — must be maintained as a park forever.



EBLE
Ice Arena

PUBLIC SKATING INFO 784-7512
OPEN DAILY
19400

The Ebles' barn and home- stead still-sit on the property in front of the 35,000-square-foot ice arena, which opened in 1998.

Dousman Stagecoach Inn

The Dousman Stagecoach Inn, Brookfield's only property on the National Register of Historic Places, was built at the corner of Bluemound and Watertown Plank roads in the 1840s, before Wisconsin became a state.

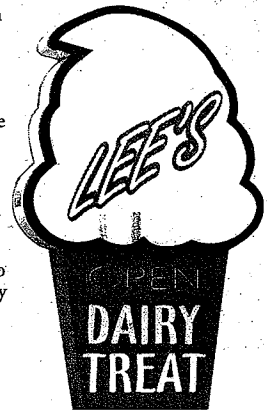
Talbot Dousman built and owned the inn until 1857, when Daniel Brown purchased the property and began running it as a stagecoach inn for travelers making the voyage from Milwaukee to Watertown.

After railroads more or less made stagecoach travel obsolete in the 1870s, the property was used as a farm by Fredrick Zimdars. Between 1887 and 1980, the property was owned by Charles Dunkel and his family.

The building was donated to the Elmbrook Historical Society in 1980 and moved to its current location, 1075 Pilgrim Parkway, in 1981.

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**Rita
Rae's**
Bar & Grill



LEE'S
OPEN DAIRY TREAT

NOW Photos by C.T. Kruger

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