

# Looking back at longtime Oconomowoc businesses

**Part 2 of 2**

OCONOMOWOC — As the city marks its 150th birthday, many of the businesses within its borders have been employing and serving its residents for decades. In celebration of Oconomowoc’s sesquicentennial year, the Oconomowoc Area — Then and Now Facebook page, operated by Laurie Muffler, has been highlighting some of the businesses operating for 50-plus years. The city, in turn, has been sharing them on its Facebook page.

Here is the second sampling of some of the featured businesses. Muffler said she plans to continue to post about longtime companies this summer.

## Hystro Products, 900 Armour Road

Hystro Products is well-known within the automotive, hydraulic components, home appliance and recreation industries. Hystro Products has been producing high-quality parts for industries since June 1, 1955. The firm was organized by Robert Hyack, Walter Froderman and Frank Stetter. In 1956 Stetter’s interest in the company was acquired by Alfred Manne.

Originally in a leased building at 908 E. Wisconsin Ave., the firm constructed its present building in 1961, occupying it in October 1961.

From 1963: More than 900 tons of steel were used during the past year (1962) by Hystro Products. Hystro uses multiple spindle bar machines or as they were formerly called, automatic screw machines to turn out their products. During the 1960s, the work was on a “made to order” or bid basis.

In 1988 the company was approved for an expansion of the building, the addition of 68 feet by 100 feet.

From 1995: Since its inception, the company has made products for the Polaris missiles and other military ordinances, automotive parts for Hyundai and Ford and hydraulic coupling parts to name a few.

(Source: Oconomowoc Enterprise, researched by Laurie Muffler)

**Shorehaven, 1305 W. Wisconsin Ave.**

Shorehaven celebrated its 85th anniversary in 2024. Since 1939, Shorehaven has earned the trust of older adults, family members and the community. Shorehaven continues to stay ahead of senior trends, while wrapping its arms around those right at home.

On the Shorehaven site in 1939, Shorehaven Founders established a legacy of Christ-centered care. The Lutheran Homes Society of Wisconsin was organized by Judge Alvin Brendemuehl, the Rev. Herman Michelke, and the Rev. T.K. Herbener. The Rosenkranz mansion was offered for sale on Lac La Belle’s south side and the Society purchased the property for about \$6,000 as a home for the aged. In 1962, the Rosenkranz mansion was razed and a new nursing home was built, and renamed Shorehaven. Today, Shorehaven continues the founders’ mission, “Reflecting Christ’s love, we provide homes and resources for seniors.”

- **1935:** Lutherland was established on the north shore of Lac La Belle by Pastor Herman Michelke.
- **1939:** The Lutheran Homes Society of Wisconsin organized by Pastor Herman Michelke, Judge Alvin Brendemuehl and Pastor T.K. Herbener.
- **1951:** Service League launches as a major fundraising tool to enhance residents’ lives.
- **1961:** The Montgomery Ward mansion was bequeathed to serve as a residence for the aging. Knollward became an assisted living facility on Lac La Belle’s east side.
- **1962:** In September the new building project was completed and renamed Shorehaven.
- **1971:** The name changed to Lutheran Homes of Oconomowoc, Inc.
- **1973:** Volunteers begin delivering Mobile Meals.
- **1974:** Shorehaven addition completed.
- **1988:** Commons building built for chapel, activities, therapy and adult day services.
- **1988:** Lake Terrace Apartments were built adjoining the commons area. Space was allotted in the commons building for Oconomowoc Area Senior Center.
- **1989:** The Child Development Center was created in older home on the lakeshore.
- **1996:** The Knollward property was divided into separate lots and sold to private homeowners.
- **1996:** The LHO Charitable Foundation files articles.
- **1996:** Shorehaven Tower, the assisted living facility opens. The Child Development Center moved.
- **1996:** Skywalk installed across Highway 16, connecting Shorehaven Tower and Shorehaven.
- **2001:** Service League celebrates 50 years of service.
- **2005:** Old Shorehaven is razed, new Shorehaven is built.
- **2007:** A new Forgotten Treasures Resale Shop opens.
- **2009:** The Center for Life Enrichment was completed.
- **2012:** Shorehaven Memory Care added.
- **2017:** Lake Terrace catered



Photo courtesy of Laurie Muffler  
Hystro Products, 900 Armour Road, was started June 1, 1955.



Photo courtesy of Laurie Muffler  
Aasen Heating & Cooling, 111 S. Main St. is a third-generation company established in 1949 by Ken Aasen.



Photo courtesy of Shorehaven  
An aerial view of Shorehaven, 1305 W. Wisconsin Ave., as it is seen today.



Photo courtesy of Shorehaven  
In 1961, the Montgomery Ward mansion was bequeathed to serve as a residence for the aging. Knollward became an assisted living facility on Lac La Belle’s east side.



Photo courtesy of Shorehaven  
An early addition to Shorehaven, 1305 W. Wisconsin Ave., which celebrated its 85th birthday in 2024.



Photo courtesy of Laurie Muffler  
An ad in the Enterprise for One Hour Martinizing from 1966.



An ad for One Hour Martinizing that ran in the Enterprise in 1972.

Photo courtesy of Laurie Muffler

living building opens.

- **2017:** Service League Pavilion is completed. Shorehaven Strength and Fitness Center opens.
- **2019:** Trishaw introduced through a generous donor.
- **2020:** Hillside CBRF opens.
- **2022:** Memory Care remodeled, sensory room added.
- **2023:** Redesign of Shorehaven households. Long-range board committee formed.

(Sources: Sarah Williams-Berg of Shorehaven and Oconomowoc Enterprise)

## One Hour Martinizing (Martinizing Green Cleaning), 1320 Pabst Farms Circle and 1300 Brown St.

The first One Hour Martinizing that opened in Oconomowoc opened March 25, 1966, in Deer Park Plaza, 36929 W. Plank Road, Hwy 16. It closed sometime in 2006.

The second One Hour Martinizing opened in Whitman Park Shopping Center, 1035 Summit Ave., in July 1973. This one moved to Pabst Farms Circle sometime in 2006 and then again a few doors away to its current location at 1320 Pabst Farms Circle.

The third One Hour Martinizing opened in Prairie Creek Shoppes at 1300 Brown St. in November 2004.



Photo courtesy of Laurie Muffler  
Whitman Park Liquor opened in the fall of 1973 and is now known as Flannery’s II, 1071 Summit Ave.

Throughout the years, One Hour Martinizing in Oconomowoc has sponsored bowling and softball teams and also sponsored local scholarships.

In addition to professional dry cleaning, wedding gown preservation, rug cleaning, shoe cleaning and repair it also provides alterations.

(Sources: Oconomowoc Enterprise, research by Laurie Muffler)

**Flannery’s II, 1071 Summit Ave.**

In May 1972, Whitman Park broke ground for several stores, including Ben Franklin Family

Center, Stein Walgreen Drugs, Waukesha Savings & Loan and Whitman Park Liquor.

Whitman Park Liquor opened in the fall of 1973 after months of going back and forth for a liquor license. It was a 6,000-square-foot wine and liquor store. Whitman Park Liquor sponsored a bowling team in the 1970s. Later years and up to today, Flannery’s and Flannery’s II have donated items to local fundraisers.

Throughout the years the liquor store has changed ownership, but has always been locally owned. In 1994 it changed to Flannery’s Beverage Mart and in 2004 to Flannery’s II Liquor Store.

One of the ads that Laurie Muf-

fler found was from Dec. 29, 1977, which was for the father of the third baby born in 1978 who would receive a 6-pack of Billy Beer.

(Sources: Flannery’s II, Oconomowoc Enterprise, research by Laurie Muffler)

**Aasen Heating & Cooling, 111 S. Main St.**

Aasen Heating and Cooling is a third-generation company established in 1949 by Ken Aasen. Ken Aasen Heating and Cooling operated with the help of Ken’s wife, Evelyn, and his son, Pete, who worked summers and weekends through high school and college, and started full time in 1972.

In 1984, Ken and Evelyn Aasen retired. Pete Aasen ran the business, keeping the tradition of quality and reliable service and products. In 2000, he changed the trade name to Aasen Heating and Cooling.

When Pete Aasen passed away in 2022, Catherine Aasen and her son Todd took over the business. Todd Aasen worked alongside Pete Aasen since he was a teenager. He has kept up with the changing times, products, and technology, remaining to be an innovative leader in the heating, cooling, and home comfort business.

(Sources: Catherine & Todd Aasen, Aasen Heating & Cooling, Oconomowoc Enterprise)