

1600 N Central Avenue
Architectural Style: Modern “A-Frame”
Rose Bowl Lanes

This A-Frame was built in 1962 by Paul Felker as the center of the bowling complex, & houses primarily the bar & restaurant area, anchoring the bowling areas extending out from it. This roof has a shallow “widow’s peak,” the eaves being a little deeper at the top than at the bottom. A-Frame building construction was introduced in the mid-20th century. It was primarily used in residential designs, most often with the front façade mainly or completely all glass, enclosing a 2 story main living area with a second story loft in the rear part of the building over the more utilitarian parts of the house. They sometimes had 2 full stories.



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In 1962 Paul Felker built a set of 'twin' bowling centers; Mountain Lanes in Wausau and Janes Lanes in Marshfield. The Marshfield center was named after Paul Felker’s wife, Jane.

Janes Lanes was later sold to Chester Bell, a local businessman. Chester Bell then leased the center to Brunswick Bowling and Billiards Corporation and it was renamed Brunswick Janes Lanes. The lanes were used as a training ground for their national chain of bowling centers.

In 1986, two brothers, Jim and Jerry Leonhardt, purchased Brunswick Janes Lanes. Jim and Jerry had been the previous owners of Little Rose Bar and Bowl, a family-run business that was purchased from their parents, Jack and Evelyn Leonhardt. They ran Little Rose Bar and Bowl from 1976 to 1986, when it was destroyed by fire. Jim and Jerry wanted to carry on the “Little Rose” name, so the center was re-named Rose Bowl Lanes.

Rose Bowl Lanes houses 24 lanes, a lounge, snack bar, meeting rooms and an arcade. The center also boasts a full service pro-shop. Customers come from all over Wisconsin to get equipment and lessons from Professional Bowling Association member, Matt Sersch.



Janes Lanes, October 1962. (Photo from the North Wood County Historical Society Collection)

While league bowling remains the major activity at Rose Bowl Lanes, other activities such as: Moonlite, Glow-N-Bowl, Fun Nights, and birthday parties are gaining in popularity. The lanes also offer corporate and private parties, bands and karaoke. Rose Bowl Lanes sponsors many activities, including: three softball teams, a dart ball team, a volleyball team, two dart teams, and two pool teams. The highlight of the year is the annual Rose Bowl Beach

Party when a beach is created inside the bar with sand, palm trees and tropical decor.

Due to Program Director Mary Buffington, an employee since 1976, an outstanding junior and senior program exists at Rose Bowl Lanes with activities for home school, special education programs, gym classes and day cares.

Rose Bowl Lanes hosts many major bowling tournaments including: State Lions, State Elks, State VFW, Ladies State 600, State Knights of Columbus, State Catholic Order of Foresters, State AFL-CIO, State Special Olympics, Grand Prix Scholarship and State Ladies VFW Auxiliary. These tournaments not only bring business to Marshfield area restaurants, hotels, motels and stores, but they also give Marshfield statewide recognition.



Rose Bowl Lanes as it appeared in 2000.

Rose Bowl Lanes donates thousands of free game coupons each year to local reading programs, public safety programs and school programs. The lanes also donate to several local charities. An annual benefit, A Tribute to Elvis-Rose Bowl Style, is held every January. Each year, the proceeds from that evening are donated to a different charity, such as breast cancer research and Children’s Miracle Network.

Rose Bowl Lanes is a partnership and family-run business. Jim and Jerry Leonhardt, their wives, and other family members play a major role in the daily operation of the center; just as it was at Little Rose Bar and Bowl where it all began.

Submitted by Chris Leonhardt for the Marshfield History Project, Volume 2, “The Marshfield Story: Windows to Our Past,” page 474.