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BOB BERG / LAKE SUPERIOR MAGAZINE

Bill and Sally Heytens are in their third season at Ethel's at 250. Bob Holton's mural depicts bygone days on Rittenhouse Avenue, with original building owner Frank Stark at the top.



## Ethel's at 250 – Starting Over in Bayfield

A few years ago Bill and Sally Heytens decided it was time to change their lives. So they sold their businesses in Superior – hers was Big Apple Bagels and he had worked for 30 years at H & H Lumber, which his father started.

They sold their house and then traveled for two years, seeing all 50 states and visiting Canada and Europe. They took the Lake Superior Circle Tour before spending time in Bayfield, where good friends have a cabin on Madeline Island. While there, the Heytens fell in love with Bayfield yet couldn't decide what to do next.

The answer came to them while visiting tropical St. Martin. Bill and Sally were eating pizza, their favorite food, when they realized that it's the perfect food for people to share. Since Bayfield had no restaurants with pizza as the main focus, they decided to fill that niche and Ethel's at 250 was born.

The restaurant is in its third season serving inventive and mouth-watering pizzas, pasta dishes, burgers and sandwiches. The top-selling

pizza, Hannah's Special, was invented by (and named for) one of the servers. It features olive oil-brushed crust, garlic chicken, chopped spinach, diced tomatoes and a little romano and feta cheese.

The Bayfield Special honors the town's famed fruit and features Canadian bacon, a little onion and barbecue sauce, apple slices and cheddar cheese.

Ethel's pasta dishes include lobster ravioli and tortellini with Italian sausage.

"One of the interesting things for me is that our No. 1 pasta is spaghetti and meatballs," Bill says. "We call it Captain Dave's. There are two Captain Daves in Bayfield that love it – one is a charter boat captain and one runs ... Apostle Islands Cruise Service."

The couple renovated the 1887 Stark building, a former general store and livery stable, and it's been a big draw, Bill says. "People come to town to see that. We're really proud of it."

Ethel's walls are graced by local artist Bob Holton's detailed murals.

Bob, who designed the restaurant's layout, says he used old postcards and photos to create scenes showing original building owner Frank Stark and family members, as well as the early look of Rittenhouse Avenue.

Sally and Bill are high school sweethearts who married and raised three children. Today they live upstairs at the restaurant and enjoy a view of the bay and nearby islands.

"We really are happy that we ended up here because it just really feels like home," says Sally. "And it was a way to make a really big lifestyle change. ... We moved 80 miles away and we might as well have moved to another country because it's so different."

They named the restaurant after Sally's mother, Ethel.

The restaurant is open Tuesday through Sunday, starting at 4:30 p.m. Its season starts the Wednesday before Memorial Day and ends the third Saturday in October.

*Ethel's at 250, 250 Rittenhouse Ave., Bayfield, WI 54814. 715-779-0293. [www.ethelsat250.com](http://www.ethelsat250.com).*