

erated the Kewaunee House. He said the dining room in which we were eating used to be a lean-to and that when they first served meals they charged 15 cents and soon had to raise it to 20 cents a meal. Rooms were 20 cents a night except the large front room which was a quarter. Whiskey for the saloon was bought by the barrel and sold for five cents a glass.

John said he sold liquor but never drank it because when he left Milwaukee to go into the hotel and saloon business way up north in Egg Harbor his mother became worried as to what the saloon might do to her son so he promised her he would never drink.

He sold the Harbor Inn in 1912 because the temperance movement was rolling in Door county and he didn't think the saloon would be such a good business. That same year he started a fruit and dairy farm having two farms, one of 80 acres and one of 120. John always liked farming and at the time of his death owned a 360 acre farm which he operated as a hobby.

through the years. He started many two business ventures in 1914, built a dock where Alpine is now located and also went into the lumber business, having his own planing mill. Along with his own pier he owned a boat with a 60 ton capacity which he used mostly to haul his goods to Menominee and other ports on the lakes.

Around 1920 the price of lumber took an awful slump. John owned 100 acres of shore property and with the price of lumber so low he decided to build a large resort. It took a considerable amount of talking before he could convince his brother Paul to join him in this business venture. Paul perhaps could not foresee the tourist trade potential in Door county as John could. An agreement was finally reached and in 1921 John and his brother Paul, who died in 1960, started to build the Alpine resort. Along with the main lodge 20 cottages were erected, a power house, maid's dormitory and manager's quarters. It was opened in 1922, heralding the beginning of the tourist trade in Egg Harbor. In 1926 the Alpine added the golf course located just south of the hotel on a beautiful 120 acre tract.

Along with all his successful business ventures John was also active in civic affairs. He and Mrs. Bertschinger were members of the Calvary Ev. United Brethren church and both contributed much to its beginning and to the building of the church. He was a life member of the Egg Harbor Advancement association, Lions club and

John Bertschinger, Alpine Founder, Built His Town

By EVA VROOMAN

Last Friday evening Egg Harbor lost one of its most beloved and outstanding citizens, John F. Bertschinger, who died in a Green Bay hospital at the age of 86 years and nine months. He was a grand old pioneer of Egg Harbor and is surely to be credited with much of the development and growth of this community.

He arrived in Egg Harbor 57 years ago, a very active and ambitious young man, and remained active until his death. He registered this year



JOHN F. BERTSCHINGER

in the 80-90 year old group in the Cherryland Open Golf Tournament at the Alpine golf course.

John was born in Switzerland Nov. 21, 1875. He came to the U. S. with his parents in 1894, settling in Milwaukee. In 1904, then a young man of 29 he came to Egg Harbor where he went into the hotel and saloon business in the Kewaunee House (now Murphy Moore's) which he purchased from Ed Fidler. In 1910 he remodeled the Kewaunee House, adding the dining room and living quarters and changed the name to Harbor Inn.

Mens club. He was a staunch Republican, serving on the Republican committee. He was chairman of the town board also serving on the county board.

May 13, 1899 Mr. Bertschinger married Anna Guenther, who died in 1956. Three children were born to them, Arthur, Wilbur both of whom served with their father in the lumber business, and Clara (Mrs. Carl Anderson) of Sturgeon Bay.

Surviving are the three children and three brothers, William, Port Washington, Charles Chicago, and Robert of Milwaukee. Preceding him in death were two brothers, Paul, and Fred of Chicago, and one sister Lillian (Mrs. Charles Watters) of Cedarburg. Also surviving are 10 grandchildren and eight great grandchildren.

Services were held Tuesday afternoon at Calvary EUB church. The Rev. Merlin Goehring officiated and burial was in the town cemetery. Pallbearers were Alton Krueger, Albert Kroll, Alric Erickson, Harry Shine, William Shine and Frank Leroy.

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(John Died 20th of July 1962)

WEDNESDAY, JULY 25, 2012

50 Years Ago: 1962

» Deaths: John Bertschinger, 86, former lumberman and founder of the Alpine, Egg Harbor;

ADVOCATE 7/1/12

100 Years Ago: 1912

» The Goodrich Steamer Georgia was the first arrival from the south this season, having arrived early Monday.

» New members of the county board are John Bertschinger of Egg Harbor, George Whitford of Nasewaunee, Frank McDermott of Clay Banks and N.J. Delfosse of Union.

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