

H. A. Birnschein's Egg Harbor Story Automobiles and More

INTRODUCTION

Herman A. Birnschein was born on his parents' farm, one of ten children, in 1902 in the town of Jacksonport. He graduated from eighth grade from the Washington one-room elementary school located near the corner of Cty. I and Ehlers Rd.

After helping on the farm until 1919 he went to work for his brother Charlie who had started a garage in Egg Harbor. (adjacent to the south side of the present Harbor View Park).

In 1925, Herman started a tire shop across the highway from the garage. In 1927 he bought his brother Charlie's garage and shortly after he acquired an agency for Chevrolet cars.

Herman was concerned the winter months were slow in Door County, so much so, that during the winter months he would go to Milwaukee and find employment there. Anxious to acquire all the education and knowledge that he could, Herman attended night school and worked days.

Herman was inspired to build a modern garage. In 1931 he erected a building about 100 feet long and 50 feet in depth, modern in every respect. There was a beautiful sales and display room, 3-bay work area, a stock room, tire repair shop and gasoline station. It was the same building that still stands at the downtown intersection in the Village of Egg Harbor.

In 1947 a fire destroyed the garage that he had refurnished after he had purchased it from his brother Charlie. He rebuilt the building and at this time it has tourism employees working within it instead of skilled mechanics.

Herman continued business in Egg Harbor until August 08, 1965, when he sold his business concerns.



Herman A. Birnschein

Herman's story will be told using past newspaper writers' and editors' articles.

The Door County Library's 'Old County Newspapers' archive website was used to track Herman's involvement in so much in Egg Harbor and the county and his many friends and his involvement in so many organizations. His ads show his business ventures and how they changed over a period of 40 years.

Photos used are the courtesy of the Birnschein family.

(The INTRODUCTION content was referenced from the 1954-12-02 D.C. Advocate by E.M. LaPlant, "Herman Birnschein Named Man of the Week")

It Was In The "1920s"

1927-02-03 D.C. Advocate
Automotive Advertisement:

From his start in 1921 until selling in 1965, Herman advertised most weeks, some of his ads are shown in his story and others in APPENDIX 2 at the end.



CHEVROLET
For Economical Transportation



FISH-TAIL MODELING—adds a distinguished sweep to the rear of the Roadster, Coupe and Sport Cabriolet.



FULL-CROWN FENDERS—(one-piece) which lend substantial grace to the sweeping body lines.



BULLET-TYPE HEAD LAMPS—and cowl lamps. Up-to-the-minute in style.



TIRE CARRIER—mounted free from the body; rigidly supported by steel brackets.

Marks of Distinction

made possible by

Volume Production

The Most Beautiful Chevrolet in Chevrolet History

In addition to masterly new bodies by Fisher—in addition to a host of mechanical improvements typified by AC oil filter and AC air cleaner—the Most Beautiful Chevrolet offers certain features heretofore regarded as marks of distinction on the costliest cars. These are made possible at Chevrolet's amazingly reduced prices only because volume production results in definite economies and because Chevrolet now, as always, passes these savings on to the buyer in the form of added value.

No other car, as low in price, offers such features as fish-tail modeling, full-crown one-piece fenders, bullet-type lamps and the like. Come in—and see for yourself!

Reduced Prices!

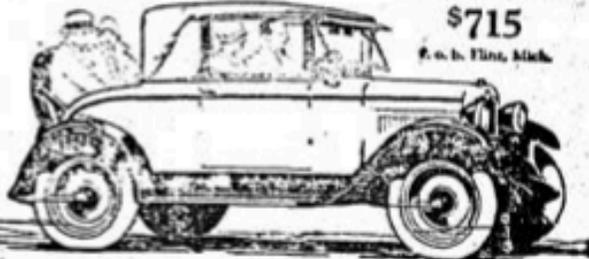
The Coach	\$595
The Coupe	\$625
The Sedan	\$695
The Landau	\$745
The Touring or Roadster	\$525
1-Ton Truck (Chassis Only)	\$495
1/2-Ton Truck (Chassis Only)	\$395

Balloon Tires Now Standard On All Models
All prices f.o.b. Flint, Mich.

The Sport CABRIOLET

\$715

f. o. b. Flint, Mich.



DeBroux Auto Sales Co., Sawyer. Felhofer Bros., Valmy. Husby Bros., Sister Bay. Fish Creek Garage, Fish Creek. Service Motor Co., Forestville. Brussels Garage, Brussels. **Herman Birnschein**, Egg Harbor. Wm. Jess, Washington Island.

QUALITY AT LOW COST

1921-04-28 D.C. News
(note, this is the News, not the Advocate)
Herman's first ad, this would have been
when working for his brother Charlie.
(Birnschein is spelled differently at times)

Notice:



1925-07-23 D.C. Advocate
Tire Service Advertisement:



Herman started his own business in 1925 with a tire shop which was located where eventually he would build his Standard Oil and Goodyear tire garage. the fine stone structure located on the intersection in the village.

1925-07-30 D.C. News
 FISH CREEK MAN HURT
 IN ACCIDENT
 A Ford coupe owned by **Herman** (sp)
Bernschein and driven by John Rosner was

badly wrecked when the driver lost control of the car and struck a ditch overturning near the August Bley home, Jacksonport, Sunday. Frank Campbell, who accompanied Rosner, was cut severely about the face, but the driver escaped uninjured.

Crumpled fenders, broken wheels and windshield, and shattered top, were the major damages to the car.

1926-01-29 D.C. Advocate
Egg Harbor News:

Herman (sp) **Bernshine** and Esther Worachek drove across the ice to Menominee on Sunday last and returned Monday morning.

1926-04-09 D.C. Advocate
 MANY NEW VICTORS IN
 TOWN ELECTIONS

Egg Harbor: Chairman - Edward Gagnon; Supervisors - Carl Schuster 111; Herman Jorns 92; Walter Richard 49; Clerk - Ed Bavry; Treasurer - Frank Sauger 124; William Carmody 25; Assessor - Louis Demmin 87; Herman Simon 60; Justice of the Peace (full term) Rudolph Bavry; Constable - **Herman** (sp) **Bernschein**, 111, A. J. Natzke 50.

1926-12-09 D.C. News
Automotive Advertisement:



1927-10-13 D.C. News

**KING RADIO AGENCY
GOES TO BERNSCHEIN (sp)
Radio Corporation Looks
For Record Sales**

The Point Beach service station announces that they have been successful in obtaining the dealership for King Radio in Harbor and vicinity.

King is one of the largest and most successful radio manufacturers and have built their business gradually by means of newspaper, advertising in cities and towns where they could obtain a choice of dealers and thus assure owners of the best service.

As evidence of their belief in their policy, King will enter into a novel and effective newspaper campaign in this city featuring the Point Beach service station, Egg Harbor, as "the place to go for radio."

1927-10-14 D.C. Advocate

Radio Advertisement:

Now is the Time to Buy Your
Radio Set
and when you buy you want the best in order to get service at all times. There is no better Radio on the market than the
Kellogg and the King.
Call and We Will Demonstrate.
Point Beach Service Station
H. A. Bernschein, Mgr.
Egg Harbor, Wis.

1927-10-27 D.C. News

Radio Advertisement:

THE PLACE TO GO FOR RADIO

The Talent of the World is at the Command of
The KING RADIO

No king of any realm—ancient or modern—could command the vast array of talent that responds to your finger touch on the dial of a King Radio.

The finest musicians in the world, the most noted speakers, the champions in every kind of sport—all are there waiting to entertain.

Why not enjoy these talents with this marvelous instrument.

A completely shielded six tube receiver with single dial station selector and built-in seven inch Peoria reproducer. Wonderfully designed and beautiful High Boy Cabinet hard walnut finish. Built-in speaker with space for batteries, etc. Price without accessories, \$210.00.

Photo slightly higher than of Rocky Mountain.

Point Beach Service Station
Herman Bernschein, Prop.
Egg Harbor, Wisconsin

1928-01-05 D.C. Advocate

Automotive Advertisement:

Bigger and Better

See the **New Chevrolet** now on display!

In Was In The "1930s"

1930-04-17 D.C. Advocate
Automotive Advertisement:

Because of the Great Depression (1929-1939) there were few ads for new automobiles, instead used car ads appeared doing the 1930's.

ACT TODAY...DONT MISS THESE BARGAINS!



BIG REDUCTIONS ON USED CARS
"WITH **OK** THAT COUNTS"

Look for the red tag

If you haven't attended Chevrolet's Great Spring Clearance Sale, come in today! To make it the biggest of its kind ever held in this community we offer big reductions on popular cars that set a new record of value for your dollar!

The big reception given the 1930 Chevrolet has filled our showrooms with late model, low mileage cars that must be sold this week to make room for more

trade-ins. Now you can secure a handsome, dependable used car bearing the red tag "with an OK that counts". This signifies that the car has been thoroughly reconditioned by expert mechanics to top-notch appearance and performance.

See our big selection of makes and models carrying the famous red "OK that counts" tag. Buy today and save!

THE MOST EXTRAORDINARY VALUES IN LOW PRICED 4 AND 6 CYLINDER CARS

TWO 1929 CHEVROLET COUPES

Good Tires and Upholstery like new. These cars have been thoroughly reconditioned and are sold with an OK that counts.

\$485

DeBROUX AUTO SALES CO.

1924 BUICK SEDAN—Read the price again! Just traded in and put in A-1 condition. Good rubber. For sale with an OK that counts **\$400**

1927 CHRYSLER COACH—Roomy, good looking and serviceable. Finish like new. Motor runs perfectly. Thoroughly reconditioned. Only **\$450**

1929 CHEVROLET LANDAU—A real buy for someone. Motor in perfect condition—good rubber. Sold with an OK that counts. **\$525** only

DE BROUX AUTO SALES CO.

1929 CHEVROLET COUPE—Here's a chance to get a real bargain on a slightly used coupe. Completely equipped, and sold with an OK that counts. You know what the **\$465** price was—now only..... **\$465**

1929 CHEVROLET COACH—Upholstery and finish in fine shape. Tires are also in good condition. Thoroughly reconditioned. It's a bargain you cannot afford to overlook. **\$465** Only

1925 CHEVROLET SEDAN—Reliable performance, many miles of good service for some buyer. Thoroughly reconditioned. **\$175** & snap at

FELHOFFER BROS.

Felhofer Bros., Valmy **DeBroux Auto Sales Co., Sawyer**

Sub Dealers: Husby Bros., Sister Bay; Fish Creek Garage, Fish Creek; Service Motor Co., Forestville; Brussels Garage, Brussels; Herman Biruschtein, Egg Harbor; Wm. Jess, Washington Island.

BUY "OK" USED CARS FROM A CHEVROLET DEALER

1933-11-10 D.C. Advocate

Egg Harbor News:

Herman Birnschein and Esther Worachek spent a few days at The Century of Progress.

1934-12-28 D.C. Advocate

C. E. THAYER DIES OF
HEART ATTACK

While at Green Bay Sunday to attend the funeral of Isaac Turchen, C. E. Thayer, 47, local manager for the Standard Oil company for many years, dropped dead in a drug store opposite the Beaumont hotel, stricken with a heart attack. He had not been feeling well, having been suffering from a stomach ailment, so went to the hotel to rest while the others in his party went to the Turchen burial. He went to the drug store for something to relieve his condition.

The funeral, held Wednesday afternoon at 1:30 from the home and at 2:00 o'clock from the Congregational church, was attended by a large crowd of people from all parts of the county. About 20 Standard Oil company representatives from outside points were present.

The active pallbearers were Oliver Jacobsen, Elmer Olson, **Herman** (sp) **Bernschein**, Carl Prueter, Harry Ahlers and Joseph Zivney, all Standard Oil dealers or employees. Eight personal friends of Mr. Thayer were honorary pallbearers, Frank Graass, Prank Borchert, John Walker, Lester Nebel, Dud Lawrence, Harry Dana, C. M. Stephenson and E. M. LaPlant, and their wives carried the flowers.

1935-01-10 D.C. Advocate

Benefit Dance Held Egg Harbor
Funds to Feed Pheasants

For the purpose of raising funds to purchase feed for the large number of pheasants that

are spending the winter In Door county, a benefit dance will be held at Uncle Tom's place at Egg Harbor on Sunday, Jan. 13. Deputy Conservation Warden Hallie Rowe was influential in making arrangements for the dance and has been placed in general charge, with **Herman** (sp) **Bernschein** of Egg Harbor assuming the ticket sale.

1935-05-31 D.C. Advocate

NORTHERN BALL LEAGUE TO
OPEN SEASON SUNDAY

The Northern Baseball league will open its season next Sunday with Washington Island at Sister Bay, Liberty Grove at Egg Harbor, Jacksonport at Institute, and Baileys Harbor idle.

The entrance of the latter is still indefinite, so the balance of the season's schedule is not yet available. Dr. Sneeberger of Ephraim is the league president, and **Herman** (sp) **Bernschein** of Egg Harbor is secretary and treasurer.

1936-10-09 D.C. Advocate

Advertisement:



1937-01-01 D.C. Advocate
Notice:

NOTICE TO SHIPPERS!
For Rapid Transportation, Route Your Shipments via the
Anderson Transportation Company, Inc.

Overnight Service to and from Chicago

Morning and Evening Service to and from All Points
North of Sturgeon Bay to Sturgeon Bay and Green Bay,
Making Connections with Rail Carriers.

For Your Convenience, We have made Arrangements with the Following
Business Places to Accept Your Call, and Assure You Prompt, Efficient Service:

ELLISON BAY—Home Office, Ph. 28-B-13
STURGEON BAY—Anger's Service Station, Ph. 477
JACKSONPORT—Fred Carmody, Ph. 2-B-2
VALLEY—Felscher Bros., Ph. 437-F-11
BAILEYS HARBOR—Carl Pruetter, Ph. 14-B-3
EGG HARBOR—Herman Birnschein, Ph. 28-B-51.

Anderson Transportation Co., Inc.
ELLISON BAY, WIS. PHONE 28-B-13

1937-07-02 D.C. Advocate
GAME CLUB FEED DRAWS
BIG CROWD

Attracted by 126 attendance prizes offered this year, a record crowd of around 500 packed the big dining room at the Fair grounds last week Thursday night for the annual business meeting of the Door County Conservation club. In fact, the crowd was so far beyond expectations, due to last-minute ticket sales, that the boiled trout and chicken ran out and late-comers had to be content with wieners.

No one seemed to grumble, however, everyone figuring it was worth the price for the fun of being present at the prize drawing.

At the business meeting following the drawing, the following directors of the club were elected for the ensuing year: Robert Gunnerson, Washington Is.; Justin Chaudoir, Forestville; Lester Anderson, Fish Creek; William Sohns, Ephraim George Messer,

Baileys Harbor; William Berns, Sister Bay; Jay Rogers, Liberty Grove; Henry Schmelzer, Clay Banks; Minor Dagneau, Sevastopol; Fred Erskine, Jacksonport; Frank Schmiling, Sturgeon Bay township; Joseph Renard, Union; Wm. Vandertie Jr., Brussels; and **Herman Birnschein**, Egg Harbor.

1938-01-14 D.C. Advocate
FIRST SKI MEET AT PARK SUNDAY
New Jump, Toboggan Slide and Rink
Planned

At an enthusiastic meeting of the Door County Winter Sports club, held at the Gibraltar high school here Monday evening, officers were elected for the year and plans were mapped for carrying on an ambitious program of winter sports during the rest of the winter.

Announcements were made at the meeting of some of the community captains who will have charge of activities in their towns, and other communities will name captains during the week at their respective meetings. Captains already announced are Bernard Gerde, Sturgeon Bay; Cecil Panter, Baileys Harbor; Allen Erickson, Ellison Bay; and **Herman Birnschein**, Egg Harbor.

Next Sunday afternoon, the first county-wide ski jumping tournament will be held in the state park. Mr. Doolittle is putting the old slide in readiness for the event, but for the other meets planned later in the winter, he will have a new slide that will be 100 feet long, and will enable the riders to jump championship distances.

Work is progressing on the toboggan run Mr. Doolittle is building to provide a three-quarter-mile fast ride, work is also being done on the skating rink at Nicolet Bay, and Mr. Doolittle has started mapping out ski runs

along the winding roads in the park for those who wish to take long cross-country trips.

1939-04-28 D.C. Advocate
Repair Advertisement:

1938-10-13 D.C. Advocate
Chevrolet Dealers Attend
Pre-Showing

A group of Door county Chevrolet dealers and their salesmen motored to Janesville the latter part of the week, where on Friday they witnessed the pre-showing and sales meeting for the new 1939 model Chevrolet which will be displayed for the public's inspection at the various show-rooms for the first time Saturday, Oct. 22.

Among the county men to attend the showing at Janesville were Jos. DeBroux, Harry Brann, Arnold Herrboldt and Carl Peterson of the DeBroux Auto Sale Co., Sturgeon Bay; Frank and Ed Felhofer and Wm. Koepf of the Felhofer Bros. Garage, Valmy; **Herman Birnschein**, Egg Harbor; Clarence Brodd, Sister Bay; and Lester Anderson, Fish Creek.

1938-11-25 D.C. Advocate
Personal Mention:

Among those who motored to Madison last week to see the Wisconsin - Minnesota game were C. H. Herlache, Herbert Gaeth, Cliff Fagan, Atty. Lougee Stedman, Roy Smith, Roy Meisner, Ivan Lauscher, Frank Filardo, R. B. Bieri, **Herman Birnschein**, Al Erickson and Mr. and Mrs. S. J. Harris.

DON'T TAKE CHANCES

GIVE YOURSELF AN EVEN BRAKE
KEEP YOUR CAR IN CONDITION

- BRAKES RELINED
- BODY AND FENDER WORK
- MOTOR REPAIRING
- FRAME STRAIGHTENING
- AXLE AND STEERING

POINT BEACH SERVICE STATION
CHEVROLET SALES AND SERVICE
H. A. BIRNSCHNEIN EGG HARBOR, WIS.

1939-11-17 D.C. Advocate
Egg Harbor News:

Announcement by the Goodyear Tire and Rubber Co. of drastic reductions in the consumer price of tires and tubes has been enthusiastically received by residents of this area, according to **Herman Birnschein**, local dealer, who reports greatly increased sales since the new prices became effective Nov. 1. It is the aim of the company to stabilize prices at the new level to correct evils of fictitious lists from which long discounts have been offered, and to re-establish consumer lists on a valid basis, Mr. Birnschein states.

It Was In The "1940s"

1940-09-20 D.C Advocate
Automotive Advertisement:

First Showing Saturday
NEW 1941 CHEVROLET



Eye It..Try It..And You'll Say It's
"FIRST BECAUSE IT'S FINEST!"

- ★ **THRILLING NEW BIGNESS**
IN ALL MAJOR DIMENSIONS
- ★ **DASHING NEW "ARISTOSTYLE" DESIGN**
WITH CONCEALED SAFETY-STEPS AT EACH DOOR
- ★ **DE LUXE KNEE-ACTION ON ALL MODELS**
WITH BALANCED SPRINGING FRONT AND REAR AND IMPROVED SHOCKPROOF STEERING
- ★ **ORIGINAL VACUUM-POWER SHIFT** with 150 lbs. pull
ONLY AN ONLY CHEVROLET GRABS IT

It's a **SIZE** sensation . . . a **STYLE** sensation . . . a **DRIVE** and **RIDE** sensation ☆ Bigger in all major dimensions both inside and out . . . with 3' longer wheelbase and 3-couple roominess in all sedan models ☆ With dashing new "Aristostyle" design and longer, larger, more luxurious Fisher Bodies that set the new style for the new year ☆ With a mighty 90-h.p. Valve-in-Head "Victory" Engine that lifts performance and lowers costs ☆ It's the new low-price leader by the builder of leaders . . . **CHEVROLET** . . . holder of first place in motor car sales for 9 out of the last 10 years!

Again **CHEVROLET'S** the **LEADER**

- ★ **NEW LONGER WHEELBASE**
- ★ **LONGER, LARGER, WIDER FISHER BODIES**
WITH NO DRAFT VENTILATION
- ★ **90-H.P. VALVE-IN-HEAD "VICTORY" ENGINE**
- ★ **SAFE-T-SPECIAL HYDRAULIC BRAKES**
Plus many more outstanding comfort, safety and convenience features.

D. BROUX AUTO SALES, Sturgeon Bay
LESTER ANDERSON, Fish Creek
SERVICE MOTOR COMPANY, Forestville

FELHOFER BROS., Valmy
HERMAN BIRNSCHEIN, Egg Harbor
CLARENCE BRODD, Sister Bay

WILLIAM SMITH, Washington Island

**EYE IT.
TRY IT.
BUY IT!**

1941-05-16 D.C. Advocate

Egg Harbor News:

Kenneth Schneider, who was to spend the summer at Camp Mountain, is now employed at Point Beach Station.

1941-09-12 D.C. Advocate

Game Laws to Be Effective Monday
No Season in Door on Partridge,
Squirrel, Mink, Muskrat

Places where bunting licenses may be obtained in Door County from deputies of County Clerk Ralph Herlache have been announced as follows:

Washington Is.—Orville Jess.

Sister Bay— John A. Pahl and Joseph Jungwirth.

Baileys Harbor—Arnold Prueter.

Sturgeon Bav Scofield Co. and

Door County Hardware Co.

Jacksonport—Mrs. Fred Erskine.

Maplewood—George Feller.

Egg Harbor—**Herman Birnschein**
and Lawrence Baraboo.

Forestville—Louis Gerondale.

1941-10-24 D.C. Advocate

“Travel Bureau” Solicitor Chased
Leaves County When Sheriff
Demands Credentials

A number of restaurants, resorts and taverns in the county subscribed last week to a service by a so-called 'National Travelers' Bureau,' alias the "Question-Answer Travel Bureau", Michigan Av., Chicago (no street number given) and maybe a lot more would have done the same had it not been for **Herman Birnschein**, director of the Door County Chamber of Commerce from Egg Harbor.

Mr. Birnschein reported he suspected the solicitor, Edith Herrick who gave her address

as U.S. 41, 3/4 mile South of Fond du Lac," was misrepresenting her case. The chamber of commerce immediately put Sheriff Harry Brann on the trail, and he located her getting out of the bus at Sister Bay. The woman willingly accompanied the sheriff back to this city, and when unable to produce satisfactory credentials, promised not to solicit further here until she obtained a card from the chamber of commerce. No one has seen her since, although she said she would be back the first of the week after spending the weekend at Fond du Lac.

"I personally do not know of any National Travelers Bureau or Question - Answer Travel Bureau in Chicago, but have asked our credit department to check up."

E. M. LaPlant, president of the chamber of commerce, phoned Fond du Lac and the parties contacted by him knew of no such bureau or woman there.

1941-12-05 D.C. Advocate

Door Co. Winter Sports Meet Monday
New Popular Hill to Be One of Items
Discussed

Egg Harbor — The Door County Winter Sports club will meet at Casey's Place here next Monday evening, and as things in a winter sport way continue to hum with new developments most every day, this should be a highly interesting meeting.

There will be a vast amount of detail work to be mapped in connection with the coming major U.S. Central Ski association sanctioned tournament to be held at the big slide in Peninsula Park on Sunday, January 11, and a report will be given on the development of the new Potawatomi Park hill for popular use.

A spot has been chosen for a toboggan run and down hill skiing in Peninsula Park, and

this will also be reported on at the meeting.

The new slide in the northern park is one-quarter mile north and east of the jumping hill at what is then known as Hanson's Dale.

Only minor work will have to be done to put the hill in shape for use this winter, club officials say. The work is expected to be completed within a short time, so that when it snows, the 17th fairway formerly used, can be blocked off to prevent damage to the golf course.

During the week, it was learned that K.O. Jacobson and Paul Smith of Chicago will again represent the Door County Club at outside jumping tournaments this season with part of their expenses paid by the club. John Bertschinger and **Herman Birnschein**, directors of the club from Egg Harbor are in charge of arrangements for the meeting Monday at Casey's and following the meeting there will be a feed for the directors. The meeting starts at 8 o'clock, and President Harry Schuyler is urging that every director in the county be on hand for this meeting.

1942-02-20 D.C. Advocate
*The 1942 ski jumping
 championship would draw hundreds.*
Advertisement:

DOOR COUNTY Ski Championship

SUNDAY, FEBRUARY 22

1:30 O'CLOCK P.M.

Peninsula State Park Ski Slide, Fish Creek



ALL CONTESTANTS FROM DOOR COUNTY ONLY . . . SEE THE LOCAL BOYS RIDE!

J. C. LANGE MAK Speaker
 W. JOHNSON Judge

GATE PRIZE - Case of Cherries
Presented by George and Martha Washington in observance of National Cherry Week and George Washington's Birthday.

Admission: Children Free - Adults 25c
 FRESH CHERRY PIE IN THE WARMING HOUSE

<p>Thorpe Hotel</p> <p>EDW. PAUL</p> <p>VERNON E. OLSON</p> <p>SEILER BARBER SHOP</p> <p>BANK OF STURGE BAY</p> <p>FEDERATED STORE</p> <p>Parkside Service Station</p> <p>Bill Pelke Tavern</p> <p>Dr. E. John</p> <p>The Rock</p> <p>Sawyer Fuel & Supply Co.</p> <p>Fred E. Warner Co.</p> <p>Barker Lumber & Fuel Co.</p> <p>Benson Furniture Co.</p> <p>Hendrickson Garage</p> <p>Sister Bay Hotel</p>	<p>Watch These Door County Riders Compete for 12 Prizes</p> <table style="width: 100%; font-size: small;"> <tr> <td> Ted Windick Ray Paul Sam Carpenter Russel Elliott Philby Burns Gus Jodanis Gus Larson Louis Burns Clifford Erickson Raulo Hultstrom </td> <td> John Gustafson Clyde Brown Herman Salt Gus Kovacs Ted Bergman Herman Tolbert Russel Wright Roger Larson Murray Swenson Winkler Egquist </td> </tr> </table> <p>Exhibition Jumps By: E. C. Jackson (Dr.) Schmitt</p> <p>THRILLS! - SPILLS! - FUN FOR ALL</p> <table style="width: 100%; font-size: x-small;"> <tr> <td> Greenwood Tavern Eagle Inn L. H. Loftholm, Barber Joe Madry Fred A. Shapiro Otto Toivola Herman Bergman E. B. Wiles Emil's Flowers George J. Smith Mike Sauer Fisher-DeWitt Fuel & Oil Co. Anderson Transportation Co. W. C. Shickert M. J. Rosbach Dr. Uno Syvanen Eugene Field Louis A. Anderson Al Mankinen Milton Anderson Arto Sorenson LaForte Lumbermen A. V. Sauer </td> <td> Schroeder's Cold Storage Wm. Burns H. J. Fiedler Louis Kauten Paulson Service Station Al Smith Leonard Swenson Ray Knudson Ben Kruger Joe Anderson William Olson George Dahl Oscar's Inn Stanley Williams George Smith Art Sauer J. F. Karachuk H. A. Finckel Nelson Wahl Paul Gray M. D. Toivola Thos. F. O'Rourke Joe's Kibby Stable </td> </tr> </table>	Ted Windick Ray Paul Sam Carpenter Russel Elliott Philby Burns Gus Jodanis Gus Larson Louis Burns Clifford Erickson Raulo Hultstrom	John Gustafson Clyde Brown Herman Salt Gus Kovacs Ted Bergman Herman Tolbert Russel Wright Roger Larson Murray Swenson Winkler Egquist	Greenwood Tavern Eagle Inn L. H. Loftholm, Barber Joe Madry Fred A. Shapiro Otto Toivola Herman Bergman E. B. Wiles Emil's Flowers George J. Smith Mike Sauer Fisher-DeWitt Fuel & Oil Co. Anderson Transportation Co. W. C. Shickert M. J. Rosbach Dr. Uno Syvanen Eugene Field Louis A. Anderson Al Mankinen Milton Anderson Arto Sorenson LaForte Lumbermen A. V. Sauer	Schroeder's Cold Storage Wm. Burns H. J. Fiedler Louis Kauten Paulson Service Station Al Smith Leonard Swenson Ray Knudson Ben Kruger Joe Anderson William Olson George Dahl Oscar's Inn Stanley Williams George Smith Art Sauer J. F. Karachuk H. A. Finckel Nelson Wahl Paul Gray M. D. Toivola Thos. F. O'Rourke Joe's Kibby Stable	<p>The Y Inn</p> <p>HOTEL CARMEN</p> <p>MRS. EDW. CASPERSON</p> <p>THE BUNDA STORE</p> <p>ROESER LUMBER CO.</p> <p>HUSBY'S PLACE</p> <p>Brodie's Garage</p> <p>John A. Pahl</p> <p>Joseph Augwirth</p> <p>Little State Resort</p> <p>Berns Bake Shop</p> <p>L. E. Schroeder</p> <p>W. F. Vorona</p> <p>Murphy Moore</p> <p>Fish Creek Garage</p>
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Please Patronize These Advertisers Whose Generous Support Makes This Announcement Possible

World War II would bring new concerns to the country, Door County and Egg Harbor.

1942-04-17 D.C. Advocate

Air Raid Warden Force Organizing

Dr. F.C. Huff, head of the health and welfare section of the Door County Defense Board, announced Thursday that his staff of nurses' aides, still under training already appointed boy scout stretcher bearers and available ambulances including the police car, would be given a practice call the early part of next week, going through an actual daylight air raid problem.

The entire personnel is urged to respond when the fire whistle, now also an air raid alarm, blows 3 short 3 long and 3 short blasts. The signal will be repeated several times, Dr. Huff said.

The recently equipped emergency hospital at the Masonic temple will be used to care for the practice "victims" and the "latters" care will be followed out by doctors and nurses as required by sealed diagnoses of injuries attached to each.

Plans are to have a city blackout first and then organize the county at large. Shipyards would not participate in the practice May 2 and only thereafter when deemed advisable, so that production is not interfered with.

It is planned to have all of the senior village wardens of the county come here for the trial to get acquainted with the system.

Representatives named for the various points around the peninsula are **Herman Birnschein**, Egg Harbor; Carl Seller, Fish Creek; Sam Hogenson, Ephraim; Stannie Sigurdson, Sister Bay; Winfield Rogers, Ellison Bay; Emil Herbst, Baileys Harbor; Henry Spille, Jacksonport; Verner Felhofer, Valmy and Institute; Jule Pierre, Brussels; George Feller, Maplewood; John Poh, Forestville; and Fred Malvetz, Little Sturgeon.

1942-06-19 D.C. Advocate

Amount of Scrap Will Help Decide
Gas Ration Need

Tourist Sections See the Importance of
Cooperation

SPECIAL COLLECTION

FRIDAY, 26TH

Dr. H. H. Farrand, district field commissioner for emergency service by the boy scouts, has arranged to have a city truck with boy scouts pick up both robber and paper salvage house to house here next Friday, June 26, all day.

Although the government has dropped its appeal for waste paper, the shortage having ceased to be a matter of concern, a local dealer, Stanley Brandeis, still has a market for it and will buy at the rate of \$6.00 a ton any amount delivered and properly tied up.

Cooperating wholeheartedly with President Roosevelt's appeal of last week, Door County has gone to work in earnest and is seeking out every bit of rubber that can be salvaged in home and industry to prove, once for all, whether there is enough waste rubber to solve for a considerable time, at least, the shortage problem and make possible delaying nationwide gas rationing. The drive ends at mid night June 30.

At a meeting Monday night, called by Harvey Arveson at the request of the state Petroleum Industry War Council, a county committee to handle the salvage was named as follows:

G. I. Mullendore, chairman; A.J. Noren, L. D. Stoneman, Jack Severson, Harry Ahlers, all of Sturgeon Bay; Clarence Brodd of Sister Bay; Ed Felhofer of Valmy; Lester Anderson of Fish Creek; **Herman Birnschein** of Egg Harbor; Orbie Pierre of Brussels; Axel Peterson of Maplewood; Bernard Boettcher of Baileys Harbor; Frank Emmes of Little Sturgeon; Delbert Schmelzer of Forestville;

and Gust Klinke of Ellison Bay.

As announced by President Roosevelt, the entire campaign is being handled by the gas stations, and the petroleum industry is paying the cost.

Persons bringing in rubber are paid 1 cent a pound. The government will reimburse the oil companies at the rate of 1-1/4 cent a pound, but the excess will all be divided equally between the U. S. O., Red Cross, Army Relief and Navy Relief.

"There has been no method of measuring the amount of scrap rubber in existence. Estimates vary widely. To settle the question, the scrap rubber must be collected immediately, because it is upon this type of rubber that we must depend until supplies of synthetic rubber can be made available," comments the United States Chamber of Commerce, endorsing the drive in letters to its members.

"If the amount of scrap proves to be very large, this will weigh heavily against those arguing for arbitrary measures, such as universal gasoline rationing, providing there is a real conservation of the rubber now in use."

The importance to mid-west and western tourist sections is stressed in a statement from Stanton Greisen, president of the Door County Chamber of Commerce, who points out that making use of all possible rubber salvage may delay nation-wide gas rationing until after the current vacation season is over. "The possibilities of both scrap rubber and rubber conservation are unknown factors," he said. "It is upon these two points that much of the argument pro and con in Washington is being based. Let's all do our part in giving a true picture of the scrap rubber supply.

"Keep 'em rolling."

1942-09-25 D.C. Advocate

Pianist's Home Ransacked Loss
in Thousands

Vandalism, so thorough that it smacked of racketeers forcing membership in organizations making profit from dues in for protection swept of Edward Collins, prominent Chicago composer and concert pianist, some time last week, and a motive for the crime is still being sought by authorities.

Loss running into thousands of dollars will never be possible to estimate in view of the many rare articles destroyed, Sheriff Harry Brann says insurance carried on place to cover vandalism amounted to \$2,000.

A driver for the Anderson truck line of Ellison Bay discovered the wreckage when he stopped to deliver a package Friday morning and stepped inside the service door that was left ajar. He rushed to Egg Harbor and notified **Herman Bernschein** who in turn phoned Sheriff Brann.

1943-08-06 D.C. Advocate

Eight More Awarded
Arm Bands by CDC

Eight more persons have qualified and signed oaths making them arm band wearers in the Door County Citizens' Defense corps.

They are Walter Severson and Sydney Telfer Jr. of Ellison Bay; **Herman Birnschein** of Egg Harbor and Elmer Gabler of Jacksonport; air raid wardens Arnold Logerquist, Baileys Harbor, Route 1, staff; Gust Carlson and Clarence Lind of Sister Bay, auxiliary police; and Charles Grovogel, Sturgeon Bay, road repair.

1943-09-19 D.C. Advocate
Maintenance Advertisement:

In 1943 get CHEVROLET DEALER SERVICE
Every Month!

66 MONTHLY MOTOR CAR MAINTENANCE 99
will add to the life of your car

Get a SKILLED CHECK-UP NOW!

- ✓ Check and rotate tires
- ✓ Check lubrication
- ✓ Check engine, carburetor, battery
- ✓ Check brakes
- ✓ Check steering and wheel alignment
- ✓ Check clutch, transmission, rear axle

Chevrolet dealers service all makes of cars and trucks.
Chevrolet dealers have had the broadest experience—servicing millions of new and used cars and trucks.
Chevrolet dealers have skilled, trained mechanics.
Chevrolet dealers have modern tools and equipment.
Chevrolet dealers give quality service at low cost.

SEE YOUR LOCAL CHEVROLET DEALER TODAY

HEADQUARTERS FOR SERVICE ON ALL MAKES OF CARS AND TRUCKS.

DeBroux Auto Sales, Sturgeon Bay
LESTER ANDERSON, Fish Creek
SERVICE MOTOR CO., Forestville
WILLIAM SMITH, Washington Isl.

Felhofer Bros., Valmy, Wis.
HERMAN BIRNSCHEIN, Egg Harbor
CLARENCE BRODD, Sister Bay

1944-03-31 D.C. Advocate
SHORE PROPERTY SOLD

One of the largest shore property deals made in this county in many years was closed Saturday by Arthur H. Anderson, local realtor, when **Herman Birnschein** of Egg Harbor purchased the 115 acre tract owned by R M. Robinson of Michigan City, Ind. The property, having a half mile of frontage on Green Bay lies between Egg Harbor and Juddville. A road is to be opened through the property and it is Mr. Birnschein's plan to lay out the land into shore lots.

1944-04-07 D.C. Advocate
Tire Advertisement:

WISE BUY! TIRES!
for qualified motorists

ALL SIZES

Used Tires and Tubes,
Used Truck Tires,
Expert Vulcanizing
RECAPPING

The BEST Synthetic
Tire on the Road

B. F. Goodrich
SILVERTOWN
Easy terms on all
popular sizes.

H. A. BIRNSCHEIN
EGG HARBOR, WIS.
Batteries — Tires — Accessories

1944-11-17 D.C. Advocate
Egg Harbor News:

Mr. and Mrs. Emil Birnschein and **Herman Birnschein** of the Point Beach Garage motored Sunday to Milwaukee to visit with friends, returning the same day.

1945-01-12 D.C. Advocate
Announcement:

NOTICE

Beginning next week we will be
CLOSED MONDAY, TUESDAY and THURSDAY
EVENINGS

OPEN SUNDAY UNTIL 1:00 P.M.

Harvey Haen and H. A. Birnschein
Service Station — Egg Harbor, Wis.

(44w1)

1945-07-13 D.C. Advocate

For Sale:

CANOE, 16-ft., Old Town, excellent condition, non-sinkable. \$75. Inquire at Bade's cottage or **Herman Birnschein**, Egg Harbor.

1945-08-10 D.C. Advocate

Miraculous Escape Told by Owner Who
Had Just Got Boat

Driven ashore by towering seas Monday night when the 42-ft. yacht, Blue Fin, which he had just purchased, became disabled from engine trouble off Egg Harbor, Elmer Anderson veteran boat operator at Fish Creek, can thank Providence that he is still alive and, of all things, has his boat intact.

Presence of mind as a result of many years of experience on the bay led Mr. Anderson to fill the craft with water until it rested so solidly on the bottom that the big waves could not pound it to pieces on the rocks.

On Wednesday, the owner found the bay calm enough to release the boat. When it was pumped out, **Herman Birnschein** gave it a push with his tractor, and Mr. Anderson took it in tow the boat of which he was owner.

1945-08-10 D.C. Advocate

Tire Advertisement Cartoon:



World War II had led to a shortage of rubber and had an effect on availability of tires and the need for rationing.

1946-01-04 D.C. Advocate

Fish Creek News:

Frank Walter Schuyler, 77, early native of Door County and father of Harry M. Schuyler, chairman of the county board, died last week Friday.

Funeral services were held Monday afternoon at the Harry Schuyler home at 1:30 and from the Fish Creek Community Church at 2:00 o'clock where Mr. Schuyler had been an active member from the time its construction and a member of the board of trustees.

The Rev. John Stedman officiated and P. Holmgren sang two solos. Serving as pallbearers were Y.H. Volquarts, Ilubert Woerfel, Hollis Schreiber and John Peterson of Fish Creek and Milton Wulf and **Herman Birnschein** of Egg Harbor.

1946-05-17 D.C. Advocate

Sportsmen's Views Given Here Monday
Post-War Projects Also Listed

A spike horn deer season in open counties, a continued closed season on deer in Door County and opposition to a proposed general fishing license were among recommendations made by a group of about 80 sportsmen attending their annual meeting here Monday night.

Elmer Gabler of Jacksonport and Edgar Walgreen of Sister Bay were re-elected members of the county committee, and Wayne Burr of this city was made the third member. Alternates elected are Milton Petersilka of Sevastopol and **Herman Birnschein** of Egg Harbor.

Of special interest this year a request by the state conservation department for a list of

three conservation projects recommended for post War development possible state aid when and forthcoming. The Door County group decided on the following, listed in order of preference:

- (1) Building a road into Mink River to use in place of present private approach.
- (2) Build a permanent spillway dam at the outlet of Clark's Lake to replace the present plank dam.
- (3) Building a bridge to replace the culvert on road across north end of Kangaroo lake to permit passage of small boats. Following is a summary of principal recommendations to sent to Madison for review the Wisconsin Conservation Congress before final consideration:

Fishing Recommendations:

Voted 28-15 to open general fishing season on May 15 instead nearest Saturday.

Voted 24-22 to remove size on black bass. Is 10 inches.

Recommended 50-ft. minnow seine for outlying waters with 5 ft. deep and half inch mesh; 25 for inland. Now 25 feet for both.

Recommended smelt nets be not less than 1-1/2 inch. Purpose to identify nets used for smelt.

Recommend allowing dip netting for suckers from mouth of a stream for 10 miles inland. Now 200 from mouth.

Voted fishing until Feb. 15 thru ice on all species on all lakes. Now Jan. 15. Voted March 15 closing date for crappies and perch only. Now Jan. 15.

Also favored using shanties all shanties on inland lakes to be removed the closing date.

Opposed a general fishing license. Had been proposed to license cane pole fishermen except under 18.

Voted for special fishing license for brook trout to raise additional funds for stocking.

Recommended season on spear ing rough fish to coincide with dip net season, except spearing at night.

Recommended opening date for bullheads coincide with general season. Now April 15.

Hunting Recommendations:

Voted 27-16 for open season on pheasants, Oct. 19 for 16 days. Now same length. Voted in favor of taking two hens or two cocks or one each with 4 hens in possession or 4 cocks or 2 of each.

Voted closed season on fox and gray squirrels. Now open.

Voted almost unanimously for continued closed season on deer in Door County. Voted 22-9 against a bow and arrow season for deer in Door County. In open territory, asked for spike horn season Nov. 16-24,- inclusive.

Voted for bear season concurrent with deer season.

Voted all-year season and no bag limit on badgers and woodchucks in Door County.

Recommended changing rabbit season to coincide with pheasant season.

1946-10-18 D.C. Advocate

Jacksonport News:

Archie Edward Logerquist, 40 who had been ailing for about a year, died at his home at West Jacksonport on Monday. The body was prepared by Stoneman's and taken to the home. Services will be conducted there at 1:30 this Friday afternoon and at the Zion Lutheran church at 2 o'clock, the Rev. F. H. Senger officiating. Burial will be in the West Jacksonport cemetery.

Pallbearers will be **Herman Birnschein**, Darrel Starr, Merritt Churches, Ernest Wagner, Dr. Dan Dorchester and Hugh Collins.

1946-11-29 D.C. Advocate
Sevastopol News:

R. B. Bieri, accompanied by **Herman Birnschein** of Egg Harbor, went to Madison Saturday to attend the Wisconsin-Minnesota football game.

1946-12-13 D.C. Advocate
Wilmer C. Schroeder Dies at Rochester

Wilmer C. Schroeder, 48, prominent local insurance man, Mason and church-worker, died Tuesday afternoon at the Colonial hospital at Rochester. Minn., after a long illness. He had been confined for treatment since October 1 for a blood disease that affected the heart, but previous to that time had submitted to an operation and other treatment there.

The body is at Stoneman's funeral home but will be taken to the Moravian church about one o'clock Friday for services to be conducted there at 2 o'clock by the Rev. Vernon I. Graf. Burial will be at Bayside where there will be Masonic rites.

Active pallbearers will be Elmer Bohn, Ray Christiansen, Atty. H. M. Ferguson, Joseph Johnston, A. J. Noren. Vernon Olson, Loar Ahlstrom and **Herman Birnschein**.

1947-05-08 D.Advocate
Sportsmen Pick Committeemen
Next Monday

The annual meeting of Door County sportsmen to select the committee to represent them in recommending game and fish regulations for the coming year will be held at the courthouse next Monday evening at 8 o'clock.

Three committee and two alternates must be named and balloting will take place on numerous questions of state-wide and county interest. The committee will name its own chairman. Present committeemen are Elmer

Gabler, chairman; Wayne Burr and Edgar Walgren. **Herman Birnschein** and Milton Petersilka are the alternates.

1947-10-03 D.C. Advocate
Egg Harbor Blase to Exceed \$50,000
Inadequate Protection Hinders Fire
Fighters

Inadequate fire-fighting equipment proved extremely costly to the village last Thursday when local firemen were unable to cope with a barn fire that spread to the **H. A. Birnschein** garage, demolishing it, and inflicting considerable damage to the two homes and barber shop flanking adjacent.

It is estimated that the damage will exceed \$50,000, and had there been any wind blowing, or had neighboring fire departments been unable to respond with assistance, the village could have been wiped out.

A fire of unknown origin is alleged to have started in the barn in the rear of the **Birnschein** garage. Before it was noticed, or recognized as being of serious conscience, it spread to the roof of garage and without the assistance of an adequately equipped pumper, it was only a matter of 20 minutes before the roof crashed in.

According to local authorities, the 500-gal. water pumper here has a chemical outfit, but it was in poor working condition. Hose for the pumper has not yet been purchased.

The Fish Creek Fire department was the first to arrive with assistance, followed by the Sturgeon Bay Fire department, the Ephraim department and a pumper from Peninsula State Park. Pumps were set up on the dock and hose was laid to the scene where the water extinguished the blazing inferno that was raging inside the garage and protected the Wickman and LeMere property.

According to Charles Martens, Town of Egg Harbor chairman, hose was once ordered, but for some reason or other the order was cancelled. He disclosed further, however, that the town now has no funds available to purchase hose, although it is seeking prices.

Besides loss of the building, three automobiles and a tractor were destroyed, all of the garage tools and equipment, some oil and paint and many miscellaneous items. While the Wickman home wasn't damaged too severely, the LeMere home and barbershop damage is estimated to be nearly \$3,000.

Mr. Birnschein stated this week that already plans were under way for rebuilding and that he and his architect were in Madison this Thursday conferring with the Wisconsin Industrial commission.

In the meantime, he has set up additional facilities in his super service station across the street and would like to advise his patrons that he is doing business as usual.

1948-11-04 D.C. Advocate

200 at C. of C. Annual Meeting

Over 200 persons attended the annual meeting of the Door County Chamber of Commerce at the Masonic temple Wednesday night.

"Cities Are What Men Make Them" was the topic, and it could just as well apply to Door County as a whole.

Kenneth Haines, city; **Herman Birnschein**, Egg Harbor; Ed Felhofer, Valmy; and Gordon Nelson, Baileys Harbor were elected Directors.

1949-08-26 D.C. Advocate

Automotive Advertisement:

Make these 4 comparisons before you buy any car

COMPARE THE VALUE
 Yes, compare the features—compare the price—compare what you get for what you pay—and you, too, will arrive at the conclusion that Chevrolet is first in value. It alone gives Big-Car features after Big-Car feature for Big-Car motoring results—and gives them at prices which are lower than those of any other car in the field!

COMPARE THE POPULARITY
 You can identify the biggest value in any list of products by picking out the one product which enjoys greatest popularity, year after year; and, of course, in the field of motor cars, that one product is Chevrolet! More people are buying Chevrolets, and more people are driving Chevrolets than any other make of car, this year as for the total 17-year period, 1931 to date!

COMPARE THE FEATURES
 Only Chevrolet combines the Unilted Knee-Action Ride for gliding smoothness... the world's champion Valve-in-Head engine for performance and economy... Body by Fisher for useful beauty and luxury... and Fisher Unilted Construction plus Unilted Knee-Action plus Positive-Action Hydraulic Brakes for all-around safety protection!

COMPARE THE PRICES
 You'll agree with millions of other car buyers that prices—like quality—are major considerations in their times; and just as Chevrolet's Big-Car quality is unique in its price range, so Chevrolet's prices are the lowest in its field. Moreover, Chevrolet also saves you substantial sums on gas, oil and upkeep—just to help your budget all the more!

Only Chevrolet gives BIG-CAR QUALITY AT LOWEST PRICES... that's why

CHEVROLET - and Only CHEVROLET - IS FIRST!

DeBROUX AUTO SALES
 Sheboygan, Wis.
 Service Motors - Forestville
 Associate Dealer

FELHOFER BROS.
 Valmy, Wis.
H. A. Birnschein - Egg Harbor
 Associate Dealer

1949-05-26 D.C. Advocate

Jolin Elected New GOP Head

Larry Jolin was elected president of the Door County Republican party organization at the annual meeting held Wednesday at the Hotel Swoboda.

Given the state convention to be held at LaCrosse June 11, delegates were elected. They are:

Larry Jolin, Alex Meunicr, Mrs. Sumner Harris, Roy Stoneman, Ralph Conk, Myra Rieboldt, Frank N. Graass, Mrs. George Draeb and Mr. and Mrs. Nic Wegener, all of

Sturgeon Bay; Charles O. Hanson, Washington Is.; John R. Seaquist, Sister Bay; Ivan Thorp, Ephraim; Harry Schuyler, Fish Creek; Clarence Brodd, Sister Bay; **Herman Birnschein**, Egg Harbor; Carl Pructer, Baileys Harbor; Lawrence Johnson, Clay Banks; Harvey Jeanquart, Union; Cyril Virlee, Brussels; Waldo Krueger, Sturgeon Bay town.

1949-11-10 D.C. Advocate

Personal Items:

Attending the Northwestern-Wisconsin football game in Evanston, Ill. Saturday and the Packer-Bear game in Chicago Sunday were Henry Washburn, E. F. Bushman, Gene Bernhardt, Dr. Dan Dorchester, Dan Dorchester, Jr., Bob Jacobson, Palmer Johnson, Earl Paul, Atty. W. E. Wagener, Clifford Herlache, Earl LaPlant, Mitchie LaPlant, Joe Schmelzer, Francis Felhofer, Russell Bieri, Lycan Miller, James Johnson, George Pittinger, Norman Taylor, W. L. Thenell, Clarence Pinney, George DesEnfants and Clifford Haen, Sturgeon Bay, and **Herman Birnschein**, Egg Harbor.

1949-11-29 D.C. Advocate

Personal Items:

The Rev. A. F. Koefler, the Rev. John Mueller of Green Bay, R. B. Bieri, **Herman Birnschein** of Egg Harbor, Palmer Johnson, Robert Wolter, William Wolter, Henry Washburn, Ray Dexheimer, Lloyd Spude, Ralph DesEnfants, E. F. Bushman, Atty. W. E. Wagener and Eugene Bernhardt attended the Notre Dame-Southern California football game in South Bend, Ind., Saturday and the Cardinal-Packer football game in Chicago Sunday. Mr. Bieri, Atty. Wagener, Mr. Bushman and **Mr. Birnschein** also visited the

International Stock Exposition show in Chicago Sunday morning.

It's noted that Herman was into attending numerous football games, many times making it a football weekend with a college game on a Saturday and a professional Packers game on Sunday.

1949-12-06 D.C. Advocate

Pisha Elected C. of C. Head

D. C. Pisha of this city was unanimously elected president of the Door County Chamber of Commerce at a board of directors meeting held Monday night. President Pisha will call a director's meeting in early January to plan a membership drive for 1950 that will break all records. There were over 550 memberships subscribed in 1949.

Herman Birnschein, Egg Harbor, was elected vice-president Kenneth Haines, Nasewaupee, was named secretary and Norman Taylor, city, will hold the treasurer's post. Mr. Taylor is the only hold over officer, having served as vice-president in 1949.

It Was In The "1950s"

1950-04-20 D.C. Advocate

The start of the 50's.....

Automotive Advertisement:



The Styleline De Luxe 4-Door Sedan

NEW STYLE-STAR BODIES BY FISHER

•

CENTER-POINT STEERING

•

NEW TWO-TONE FISHER INTERIORS

•

EXTRA-ECONOMICAL TO OWN—OPERATE AND MAINTAIN—

•

BIGGEST OF ALL LOW-PRICED CARS

•

CURVED WINDSHIELD with PANORAMIC VISIBILITY

•

PROVED CERTI-SAFE HYDRAULIC BRAKES

Get all these better features and save money, too!

Make your own comparisons . . . make your own tests . . . and you'll find that Chevrolet and only Chevrolet brings you all these better features of motoring while saving you money in all ways!

Chevrolet alone brings you the *finest* body beauty and luxury at lowest cost. Chevrolet alone offers you your choice of the *finest* no-shift driving or standard driving at lowest cost. Chevrolet alone gives the *finest* Valve-in-Head engine performance and dependability at lowest cost! And Chevrolet alone provides the *finest* riding-comfort and safety at lowest cost!

The reasons are basic, for only Chevrolet brings you the widely acclaimed built-in features which produce these outstanding motoring advantages, at the lowest prices and with such remarkably low cost of operation and upkeep.

Come in . . . get all these better features and save money, too, by choosing a 1950 Chevrolet . . . *first and finest at lowest cost!*

Introducing Chevrolet's Exclusive New

POWER *Glide*

AUTOMATIC TRANSMISSION*

*Combination of Powerglide Transmission and 105-h.p. engine optional on De Luxe models at extra cost.



CHEVROLET

FIRST . . . and Finest . . . at Lowest Cost!

DeBROUX AUTO SALES
Surgeon Bay, Wis.
Associate Dealer
SERVICE MOTORS
Forestville, Wis.

FELHOFER BROTHERS
Valmy, Wis.
Associate Dealer
H. A. BIRNSCHEIN
Egg Harbor, Wis.

Visit your Chevrolet dealer's **OPEN HOUSE**
(January 22 through 24)



The bright new Bel Air 4-Door Sport Sedan with the same
fin, fresh body styling as the most luxurious Chevrolets.

CHEVY'S OUT WITH A NEW HARDTOP AT A NEW LOW PRICE !

Here's the latest addition you'll find at your Chevrolet dealer's Open House January 22 through 24. It's a new 4-door sport sedan in the Bel Air series—and it sports a lower price tag than any other Chevy hardtop. Bring the family and look it over. And get the full story on all the other striking models now available. Remember, production is rolling and you can count on prompt delivery!

Just wait till you see what's waiting for you—a glittering constellation of sleek-lined exciting new Chevrolets in a wide choice of colors, models, engines and drives. The spotlight will be on the new Bel Air 4-door hardtop—and you'll want to check its ultra-reasonable price against any other hardtop. When you do—and when you see how much more Chevrolet gives you in styling, in extra-roomy Bodies by Fisher, in

the super-softness of Full Coil springing, in Easy-Ratio steering—then you'll know that this is the happiest surprise of the year. Come on in; don't miss this Open House!



The smart switch is to the '59 Chevy!

now—see the wider selection of models at your local authorized Chevrolet dealer's!

Authorized Chevrolet Dealer in Sturgeon Bay
DeBROUX AUTO SALES
14 S. Madison — Phone PI 3-4461

In Egg Harbor

H. A. BIRNSCHEIN

Egg Harbor — Phone Baileys Harbor 26-R-51

In Valmy

FELHOFER BROTHERS, INC

Valmy — Phone PI 3-3500

In Forestville

SERVICE MOTORS

Forestville — Phone 2155

1950-10-24 D.C. Advocate
Baseball Team Feted

The Egg Harbor Men's club had a fine reception for the baseball team at the Alpine Clubhouse last Friday. About 100 took part in the festivities. Among them were many of our summer residents Mr. and Mrs. Hamachek, Mr. and Mrs. Nevins and Mr. and Mrs. Joseph Johnson.

William Brungraber had his accordion along and furnished the music for the square dancing, polkas and of course the waltz and two step. **Herman Birnschein** acted as chef, and took charge of boiling the trout. With John and Paul Bertschinger furnishing the accommodations the party was a huge success. We all appreciate their efforts in putting this party over in such a big way.

1951-01-11 D.C. Advocate
C. of C. Elects

John D. Severson of the West side was elected treasurer of the Door County Chamber of Commerce at the first meeting of the new board of directors in the new year Tuesday. He succeeds Norman Taylor whose term on the board had expired. Directors can not succeed themselves. The other officers of the chamber were re-elected. They are D. C. Pisha, Sturgeon Bay, president; **Herman Birnschein**, Egg Harbor, vice-president; and Kenneth Haines, West Sturgeon Bay, secretary.

1951-03-22 D.C. Advocate
Sevastopol News:

Edward Felhofer of Valmy, accompanied by **Herman Birnschein** of Egg Harbor, drove to Milwaukee early this week to attend a business meeting.

1951-04-24 D.C. Advocate
Birnschein, Chevrolet Associated 25 Years

H. A. Birnschein, Egg Harbor, Tuesday celebrated his 25th anniversary of association with the Chevrolet division of General Motors. In recognition of the silver anniversary plaque, he received a congratulatory letter from K. E. Staley of Chicago, Chevrolet's regional manager.

1951-10-11 D.C. Advocate
Egg Harbor News:

Herman Birnschein is having the garage painted.

1952-01-17 D.C. Advocate
Woman Found Dead At Home

After a mailman became curious because she hadn't taken her mail from the box for several days, Anna Kracht 70, was found dead in her Rt. 1, Egg Harbor, home late Wednesday afternoon.

Miss Kracht lived alone in her home on County Trunk T, about a mile and a half southeast of Egg Harbor. After not seeing her and noticing that she was not taking her mail from the box, 'Bub' LeMere, rural carrier, decided to investigate. But finding the home barred, he decided instead to notify Fabian LaPlant and **Herman Birnschein**.

The two men looked in a window and saw Miss. Kracht lying on the floor. They notified Sheriff Hallie Rowe and Coroner Calmer Nelson, who went to the home and gained entry. Finding the frozen body of the woman on the floor of the unheated home, they called, Dr. H. D. Grotta,

Dr. Grotta said death was due to natural causes and that the woman had been dead for several days.

1952-05-08 D.C. Advocate

Name Party Delegates

Nineteen delegates have been named to represent Door County at the annual convention of the Republican Party of Wisconsin at Milwaukee on June 13 and 14. The same number of alternates have also been named.

Door County delegate's are Hollis Batsford, Ralph S. Cook, Mrs. George Draeb, Herbert Gaeth, Frank N. Graass, Stanley Greene, Herbert Johnson, Larry Jolin, Peter Nebel. Capt. John Roen. Mrs. L. D. Smith, Nicholas Wagener, Vince Wiegand and Mrs. Herbert Wiesner, all of Sturgeon Bay Alex Meunier of Rt. 1; John Bertschinger of Egg Harbor; Mrs. James Langemak of Ephraim and Harry M. Schuyler and Mrs. Hazel Taylor of Fish Creek.

Alternates are Ralph Alexander, Mrs. Larry Jolin, Mrs. F. N. Graass, Walter Keyes, Betty Matheys, James Nebel, Myra Rieboldt, Roy G. Stoneman and Mrs N. J. Wagoner, all of Sturgeon Bay; **Herman Birnschein** of Egg Harbor Clarence Brodd and Roy Knutson of Sister Bay; George Dufek of Rt. 6; Mrs. Alex Meunier of Rt. 1; Marvin Meunier of Maplewood; Mrs. Harry Schuyler of Fish Creek; Ivan Thorp of Ephraim; Cyril Virlee of Brussels, and Thomas Pinney of Rt. 3.

1952-11-06 D.C. Advocate

In and out of Town:

Several people will attend the Packer-Bear game at Chicago Sunday. Among those attending are Erv Bushman, C. D. Brower, Russ Bieri, **Herman Birnschein**, Eugene Bernhardt, Wm. Volkmann, Ray Severson, Mr. and Mrs. D. C. Pisha. Charles Asher, Walter Keyes, Cy Lauscher, George Baudhuin, Ben Batcheler, Gene Larson, Ralph Cook, Cy Boudwin, George DesEnfants, Curly Paul, Tom Pinney, Grover

Stapleton, Frank Behringer, Phil Smalley Aaron Mildbrendt and Bud Parmentier.

1953-06-23 D.C. Advocate

FB Trout Boil Sunday

Door County Farm Bureau's annual picnic will take the form of a trout boil this Sunday at the county highway garage from 12:30 to 4 p.m.

There'll be square dancing after the eats, and a prize for the best team.

Committee heads planning for the event are: Trout boiling, R. B. Bieri and **Herman Birnschein**; square dancing, Ray Henschel; Judging, C. P. Haberman; refreshments, Haberman and Carl Scholz; music, Haberman; speaker, Pros. Edgar Rudolph.

1953-10-27 D.C. Advocate

Egg Harbor News:

Mr. and Mrs. Spencer Eames, Mr. and Mrs. Bernard Boman, **Herman Birnschein** and Esther Worachek drove to Milwaukee Thursday to hear the Liberace concert. They report an enjoyable evening.

1954-06-17 D.C. Advocate

Egg Harbor News:

Herman Birnschein is building a beautiful modern home next to Mrs. Ben Bade's property.

1955-09-20 D.C. Advocate

Circuit Branch Opens on Wednesday

14 Criminal Case Are

Listed on Calendar

The September term of circuit court branch of county court is scheduled to open Wednesday but the chances are that real activity will not begin until later. Going through the calendar is all that is expected to be accomplished on opening day.

Listed on the calendar are 14 criminal cases, five fact for jury cases and two fact for court cases.

Jurors are as follows:

Donald Alsteen, Brussels; Albert Anschutz, City; **Herman Birnschein**, Egg Harbor; George Braunsdorf, Clay Banks; Mrs. H. Churches, Gibraltar; Mrs. Milford Clark, Jacksonport; Marvin Defaut, City; William Everson, Nasewaupee; Fred Foth, Sturgeon Bay, Richard Hanson, Washington Island; Mrs. Oscar Hanson, City; Kenneth Hilander, Liberty Grove.

1955-01-27 D.C. Advocate

In the 1950s Herman was involved in a periodic notice.....

Public Announcements:

**THE CHURCH FOR ALL,
ALL FOR THE CHURCH**

HOW TO KEEP UP WITH THE JONESES



Do you keep your nose to the grindstone trying to give your family everything the Joneses have? Then observe these neighbors carefully. They probably have something that escapes your notice. They have family, friends, and material possessions. But they have something more.

Notice that the Joneses always attend the services of the Church. They have found that without spiritual guidance their other treasures are worthless. And they have discovered new solutions to their everyday problems. They view the world from a different slant, for they have found the faith to take life as it comes along.

The Joneses and more than 8 million other Americans are now church members.

If you really want to keep up with the Joneses, follow their lead. Find and cultivate the faith they've found. Go to Church this week... and every week; and make yours a Christian home.

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Psalms	11	11-17
Monday	Genesis	18	20-23
Tuesday	Matthew	16	13-20
Wednesday	Matthew	22	20-28
Thursday	Acts	26	6-12
Friday	Galatians	6	1-10
Saturday	Genesis	22	10-22

Casper Funeral Home
Sturgeon Bay

Wisconsin Public Service
Sturgeon Bay

Christy Corporation
Sturgeon Bay

Alex J. Mounier
New York Life Insurance - Phone 1319-B

H. A. Birnschein
Egg Harbor

D. C. Pisha Insurance Agency
Sturgeon Bay

Barker-Washburn Lumber & Fuel Co.
Phone 187

Stephenson Funeral Home
Sturgeon Bay

Peterson Builders, Inc.
Sturgeon Bay

H. J. Hahn
Furnace & Furniture

Witelson Furniture
Sturgeon Bay

Fleck Ice Cream and Dairy Co.
Phone 190

Stoneman Funeral Home
Sturgeon Bay

Fidler Skilling Fuel and Dock Co.
Sturgeon Bay



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Copyright 1946, Rev. A. J. Service, Sturgeon, Wis.

1955-06-14 D.C. Advocate

Welcome Set For Cruisers

Public Invited to Martin Park Fish Boil

Plans are all made to give 400 Cleveland Chamber of Commerce members coming in on the South American at 4 p.m. Wednesday,

a real Door County welcome.

The welcome ceremony will be held from 5:30 to 6. The high school band will furnish music and Marv Jane VanDuyse and her troupe will present a welcome pageant.

The mayor of Cleveland, council members and chamber officials will be on board. Also aboard will be Newton and director Thomas Pinney and their wives from the county chamber. They will ride over from Escanaba as guests of Erv Gobel, vice-president and general manager of the excursion.

The public is invited to a fish boil at Martin Park starting at 5:30. Tickets can be purchased from Les Koehn at Martin park.

Chef and assistant - **Herman Birnschein** and Frank Eames.

1957-01-22 D.C. Advocate

Wanted: CAR-SALESMAN

Need not be experienced. Apply in person at **Herman Birnschein** Garage, Egg Harbor.

1957-05-23 D.C. Advocate

Egg Harbor News:

Mr. and Mrs. Don Lautenbach and **Herman Birnschein** motored to Milwaukee Tuesday to see the Braves-Dodgers game.

1957-08-08 D.C. Advocate

For Rent: BEDROOM APARTMENT

With living, room, kitchen, bath and one car garage. \$50 per month. Contact **Herman Birnschein**, Egg Harbor.

1957-09-24 D.C. Advocate

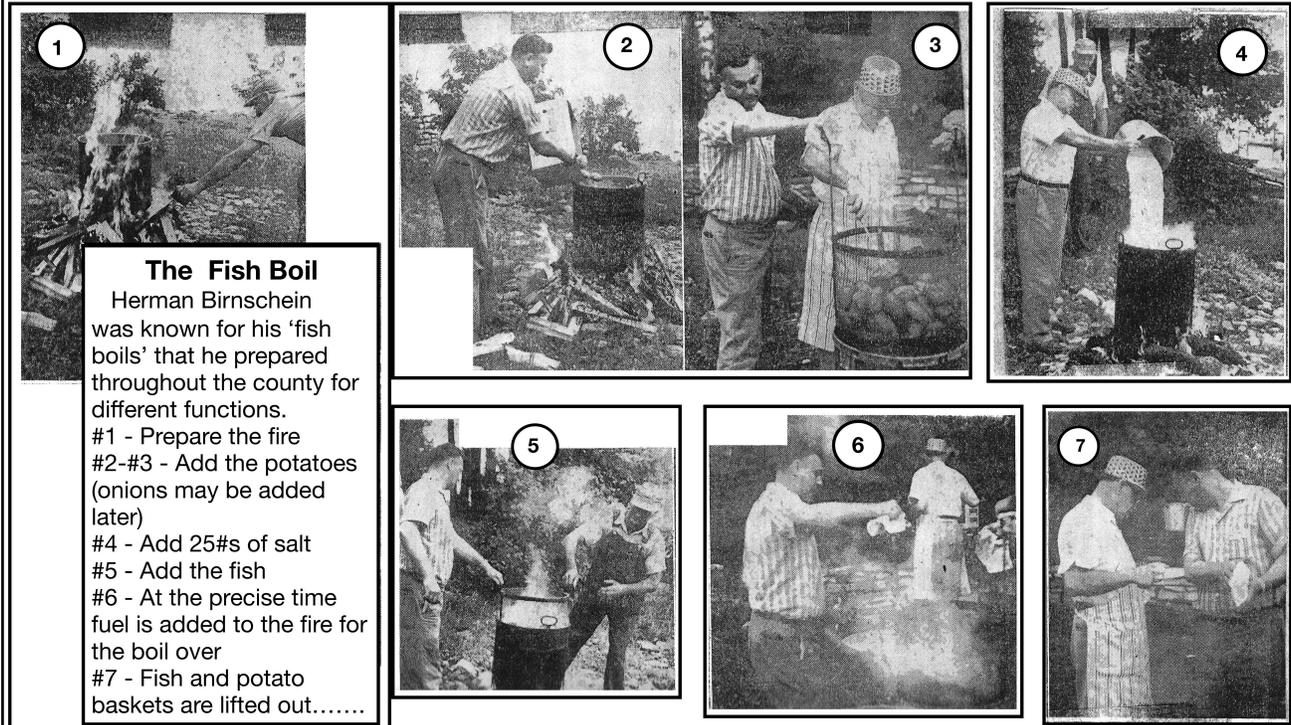
For Rent APARTMENT FOR RENT

At Point Beach, Egg Harbor. Call **Herman Birnschein** Garage, Egg Harbor.

1957-10-15 D.C. Advocate

This Week's 'THIS WEEK' Has Story of Our Fish Boil

The eagerly awaited THIS WEEK article on our Door County fish boil will appear in the



The Fish Boil
Herman Birnschein was known for his 'fish boils' that he prepared throughout the county for different functions.

- #1 - Prepare the fire
- #2-#3 - Add the potatoes (onions may be added later)
- #4 - Add 25#s of salt
- #5 - Add the fish
- #6 - At the precise time fuel is added to the fire for the boil over
- #7 - Fish and potato baskets are lifted out.....

popular Sunday supplement on Oct. 20. This Week's food editor, Clementine Paddleford, was here for the annual music festival fish boil. She was pictured in the Reporter Reporter.

Miss Paddleford's column is "How America Eats." She has covered eating America from the clambaked coasts of Maine to chuck-wagons in Arizona. She plans to include the fish boil story in a forthcoming book of the most popular features.

Herman Birnschein and Augie Anschutz, who prepared the boil, are mentioned in the article, as are Thor Johnson, the Mayhews of Knudson House, and Mrs. Carl Wilson, who was the writer's hostess.

Miss Paddleford makes the inevitable comment of all first boilers that she wasn't looking forward to it at all. It does sound formidable. But there was the usual happy ending, eliciting a description of "devine" from the well-traveled writer.

She ends her article with a recipe for 'home size' fish boils.

1957-10-17 D.C. Advocate

Egg Harbor News:

William Birnschein of Sheboygan Falls visited his brother **Herman Birnschein** over the weekend and enjoyed a day of fishing very much.

1958-03-20 D.C. Advocate

West Jacksonport News:

Ed Anschutz returned home Monday evening after a week's stay in Rochester, Minn. Mr. Anschutz went through the clinic. **Herman Birnschein** and Miss Woracheck drove them out and got them. Mrs. Herbert Anschutz rode along on the return trip.

1959-07-09 D.C. Advocate

Mrs. Rathbone Pays Tribute To Actors and Friends Here

The Advocate received a letter from Mrs. Rodion Rathbone, producer of the Peninsula Players, and thought it would be of interest to publish pertinent parts:

There is no question about it, this is the best company ever to have withstood the hardships that they did this past week. I think you should know that I also chose this company, not for talent alone, but for valor and courage much beyond that expected of an Equity member. They have always exceeded this, but this time they are equal to those valiant ones of 1935. I relied on everyone, but most of all on my children to open and keep it going. I just told the company we would open with candlelight if we had to and they believed me.

The Players have had several offers to play elsewhere but I have never lost my love for Door County.

I would like here to especially thank Cliff Herlache and Bill Wagener. We were determined to open without money because we had the faith but they have shown a great deal of faith in all of us, much beyond any banking organization, and we will deserve that faith.

Particularly I want to mention that **Herman Birnschein** of Egg Harbor has my highest tribute and is tops on my list. He gave me a lot more than money when, in a time of hardship, I needed much more than money. This quality of friendship and inspiration he gave me not just this past winter but all the other seasons.

It Was In The "1960s"

1963-06-20 D.C. Advocate
Automotive Advertisement:



Top: 1959 Impala Sport Coupe, below: 1963 Impala Sport Coupe.

You get a whole lot more than that '59 Chevrolet (great as it was!) could offer. Some big improvements, some small, some for savings, some for performance, some for comfort. A few of them: **EASY CARE**—Air-washed rocker panels help fight rust, while a longer lasting exhaust system, self-adjusting brakes and battery-saving new Delco-tron



AT YOUR CHEVROLET DEALERS

generator cut costs, too. **PERFORMANCE**—a wider choice of horsepower from the economical 140-hp Turbo-Thrift 6 up to a 425-hp V8*. **SAVINGS**—from Chevrolet's traditionally higher resale value and the special deals your Chevrolet dealer is making during Trade 'N' Travel Time. See him now for a Jet-smooth '63 Chevrolet. *Optional at extra cost.

CHECK HIS TNT DEALS ON CHEVROLET, CHEVY II, CORVAIR AND CORVETTE

Authorized Chevrolet Dealer
In Sturgeon Bay
**FELHOFER BROTHERS,
INC.**
Sturgeon Bay, Wis. — 743-4461

In Egg Harbor
H. A. BIRNSCHEIN
Baileys Harbor — Phone 4441

In Forestville
SERVICE MOTORS
Forestville — Phone 2155

1965-08-17 D.C. Advocate
Announcement:

We have purchased the **Herman Birnschein** Garage at Egg Harbor. We are happy to announce that we are glad to be located in this area. We will carry quality line TEXACO Products and GOODRICH Tires. We will continue to give you the same high quality service that you have learned to expect.
Harry W. Nell, Peninsula Oil Co.s

Note: On April 15, 1968, brothers Herb and Bob Mueller purchased the garage from Mr. Nell and changed it back to Standard Oil.

1960-01-12 D.C. Advocate
Egg Harbor News:

We wish to extend get well wishes to **Herman Birnschein** who is confined to the Bellin Hospital in Green Bay.

1960-08-02 D.C. Advocate
Coming Events:

A trout boil will be held at Zion Lutheran Church in West Jacksonport Sunday, Aug. 7. Serving will start at 11:30. Boiling by **Herman Birnschein**. Everyone is invited.

1966-01-11 D.C. Advocate
H. Birnschein Rites Monday

Herman Birnschein, who operated a garage in Egg Harbor for 40 years, died Thursday evening at Bellin Hospital in Green Bay.

Born Aug. 20, 1902 in Jacksonport to Charles and Eliza Birnschein, he lived most

of his life in Egg Harbor. He was a member of the Egg Harbor Lions club.

Mar. 1, 1961 he married Esther Worachek. She survives, with three of Herman's brothers, Bruno and Emil of Jacksonport and Charles of Hat Creek, Calif. Birnschein's parents, four brothers, and one sister preceded him in death.

Services were held Monday afternoon at Zion Lutheran church in West Jacksonport. The Rev. Arthur Dobberstein officiated and burial was in the Egg Harbor town cemetery. Davis Mortuary was in charge.

In light of newspaper's brief obituary for Herman A. Birnschein, Herman's story will end with an article written by Earl Mitch LaPlant for the Advocate in 1954.....

1954-12-02 D.C. Advocate
Herman Birnschein Named Man of the Week by Mitch

By E. M. LaPLANT

In selecting the Man of the Week I have tried to take in the different sections of the county. I have selected a very prominent businessman of that township as well as the county.

Man of the Week is Herman Birnschein. Mr. Birnschein was born in the town of Jacksonport, Aug. 20, 1902. His parents were progressive farmers of that township and in their family 10 children were born. Five, passed away and five living are Emil and Bruno of Jacksonport who operate farms; William at Kohler; and Charles now living in Los Angeles, Calif. When a boy, our Man of the Week attended the Washington school at Jacksonport where he graduated from the eighth grade. After that he helped his parents

on the farm until 1919.

At that time his brother Charlie started a garage in Egg Harbor and he went to work for him for several years. In 1925 he started a tire shop on the opposite side of the road in Egg Harbor. Charlie continued in business for two years and then Herman bought him out in 1927. He did a little business at that time but in 1927 he took over an agency for Chevrolet cars.

As far as our Man of the Week was concerned, the winter months were dull ones in Door County. So much so that during the winter periods he would go to Milwaukee and find employment there. Anxious to acquire all the education and knowledge that he could, Herman Birnschein attended night school and worked days. This went on about four years. It was through the late Cully Thayer that Herman Birnschein was inspired to build a modern garage structure in the very same spot that his garage and sales room now stands.

It was in 1931. Here he erected a building about 100 feet long and 50 feet in depth, modern in every respect. There was a beautiful sales and display room, a stock room, tire repair shop and gasoline station. Business grew by leaps and bounds.

In 1931 modern concrete roads were built in the county. Traffic increased and so did the business.

Herman Birnschein's garage, attractive as it was and the valuable and prompt service that it was giving to the public, made him many friends and through the years, have brought more business to him by their recommendations.

However, it was in 1947 that a fire destroyed the garage that he had refurnished and modernized after he had purchased it from his brother Charlie. It was estimated a fire loss of \$75,000 and for a time it was thought that the

fire would wipe out the entire village. In the building at that time there were several vehicles, a large stock of merchandise and much equipment.

It was the second large fire in two days in the county. The other one being at the Reynolds Brothers company in Sturgeon Bay. This building was much needed by Herman Birnschein in as much as in addition to storage he did considerable repairing there. Hardly had the ashes stopped smoldering than Herman, was at it to erect a more permanent building suitable for the large business that he had built up.

By the way in front of this structure are still the original gasoline pumps. At first, of course, it was the old style hand pump but now modernized. His pumps are of the latest type and will you believe it, in a normal year he pumps from these pumps 100,000 gallons.

Herman sells about fifty of more Chevrolet cars a year and services hundreds of cars with the very efficient mechanics that he employs. The office is operated by Miss Esther Woracheck a competent, efficient and pleasant employee. He belongs to the Lutheran church at West Jacksonport. He is a great Packer-Backer and never misses an opportunity to attend the Packer games and tell of their greatness and the wonderful team that we are going to have the next year.

Photos and newspaper ads in Appendixes 1 & 2 portray Herman's story, showing the environment in Egg Harbor and Door County during the time period from the 1920s to early 1960s.

Appendix 1 - Herman's Family, Friends, and Business

Appendix 2 - Herman's Cars & Trucks

"A photo is worth a thousand words"

