

BRUCE
TELEPHONE DIRECTORY
1950 Edition

LALAN LIVESTOCK & IMPLEMENT CO.

FARM MACHINERY, HARDWARE, GAS AND OIL

DAIRY CATTLE

PHONES: 13, 118J or 118W

WONDERSPOT RESORT

Four Miles South of Bruce and Highway 8 on 40

ULTRA MODERN OVERNIGHT CABINS

ALL CONVENIENCES — HOUSEKEEPING COTTAGES

DINING ROOM — COCKTAIL LOUNGE

GLENN A. MARTON, JR.

TELEPHONE 33F13

BRUCE, WISCONSIN

CHRIS

CHICK

HENDRICKS BROS. AUTO SALES



GENERAL REPAIRING - WRECKER SERVICE

USED CARS

TELEPHONE 21

BRUCE, WISCONSIN

FOR DEPENDABLE INSURANCE ALL LINES

SEE OR CALL

BRUCE AGENCY

ROSE E. SORENSEN, Agent

TELEPHONE 15

FOR
RELIABLE PROPERTY
AND
RELIABLE AUTOMOBILE
INSURANCE
SEE

HERMAN CLAUSEN

TELEPHONE 127

BRUCE, WISCONSIN

BRUCE CASH MARKET

MEATS AND GROCERIES

—DEALERS IN—

BUTCHER STOCK - HOGS - VEAL - POULTRY - EGGS

BRUCE, WISCONSIN — TELEPHONE 14

DEAD STOCK

*Removed
Promptly*

HIGHEST CASH PRICES PAID FOR
DEAD HORSES AND CATTLE

PROMPT SERVICE

HOGS, CALVES, COLTS AND SHEEP
REMOVED PROMPTLY

All Dead Stock Hauled In Sanitary Steel-Lined Trucks

INDIANHEAD RENDERING CO

STATE PERMITTED RENDERERS

WE PAY TELEPHONE CHARGES — REVERSE THEM

PHONE BARRON 772 OR LADYSMITH 558

RULES AND REGULATIONS

DAVID J. MANOSKY, Owner

LONG DISTANCE RATES and other long distance information will be gladly furnished upon application to the operator.

THE OPERATOR WILL ANSWER YOU AS QUICKLY AS SHE CAN AFTER YOU SIGNAL HER—IT IS UNNECESSARY TO RING HER AGAIN. SOMETIMES AS MANY AS TWENTY PEOPLE WANT TO GIVE HER A NUMBER OR WANT INFORMATION WITHIN A COUPLE OF SECONDS. SHE CANNOT ANSWER EVERYONE ON THE SECOND—BUT YOU CAN FEEL ASSURED THAT SHE WILL ANSWER YOUR SIGNAL AS QUICKLY AS SHE CAN.

It's easy to confuse telephone numbers. If you refer to the telephone directory before making a call, you may save yourself the time and annoyance of calling the wrong number. The operator is very busy and has no time to look up numbers—but if no number is given or if a subscriber has moved, then it is necessary to call by name.

Just being plain "good neighbors" helps a lot in getting the best service from a party line. More party line users are finding if they keep their calls short, leave intervals between calls and hang up gently when the line is in use, others on the line are likely to follow suit. To permit an equitable use of the service on party lines, conversation should be limited to five minutes. But the enforcement of the five minute rule like many other regulations designed to give good service to all persons, requires the cooperation of subscribers for best results. If you cannot finish your conversation in five minutes, relinquish the line so your neighbor can use the line if he wishes, then call your party again if you desire to add something to what you had already said.

If someone on a party line does unthinkingly hold the line over the time limit and you wish to use it, ask him to let you use it for your call. You will find that he will gladly cooperate.

Do not listen on the line when other people are talking for they then will not be able to hear each other well. Do not hold your receiver off the hook while the operator is trying to ring on the line, for the ring will not then come in distinct.

Try to do all the necessary calling that you can before 10 p. m. on party lines. Late ringing disturbs other subscribers on the line.

One unusually long ring on a party line means that the operator wishes to contact each party on the line.

Answer your telephone as promptly as you would like others to answer you, and wait as long for an answer as you would have others wait for you.

The use of the Company's Lines is limited to communications between parties both of whom are present at the telephone, and employees are prohibited from accepting written or verbal messages for transmission or delivery.

PLEASE CALL BY NUMBER

YOUR TELEPHONE IS FOR YOUR OWN USE. IT IS NOT FAIR TO SUBSCRIBERS TO HAVE TO WAIT TO USE A PARTY LINE WHICH A NON-SUBSCRIBER IS USING.

Do not use your telephone in severe lightning storms.

When your telephone is out of order, call the manager from the telephone nearest you; the trouble will then be intelligently inquired into and removed.

If your telephone does not ring clearly and you cannot distinguish your ring, answer all rings until the line can be repaired. The operator will ask for the party she wants.

As the Company is responsible for satisfactory telephone service, it cannot permit the use of any equipment or other apparatus in connection with that furnished by it.

Tolls are charged to the phones used and bills will be collected monthly.

One copy of this Directory for each telephone is furnished each year without charge to every subscriber for use until replacement by another issue.

Every effort is being made to prevent directory errors; check your listing and let us know if it is not correct.

STANDARD OIL PRODUCTS

CLAIRE B. TOWERS

PHONE 75

TANK WAGON SERVICE — GASOLINE, KEROSENE, OIL

Diesel or Tractor Fuel or Grease For Every Purpose

Fuel Oil For All Types of Furnaces and Stoves

AL CAP'S AMACOY LAKE RESORT

On Highway 40 . . . Five Miles South of Bruce

MODERN TAVERN - HOUSEKEEPING COTTAGES

SANDWICHES AND DINNERS

TELEPHONE 57F21

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

BRUCE GENERAL STORE

GROCERIES - MEATS - VEGETABLES

BRUCE, WISCONSIN

A

Abbotts Dairies, Inc. -----	29
Adams, John R., R. No. 1 -----	32F3
Adsit, Lloyd, R. No. 1 -----	52F21
Aldrich, George, R. No. 1 -----	52F21
Alvey, Donald L., Res. -----	5
Alvey, John, Res. -----	78M
Alvey, Selmer M., Res. -----	90
Amacoy Lake Store -----	33F4
Anderson, Ole E., R. No. 1 -----	37F3
Anderson, Ole E., R. No. 1 -----	37F3
Anderson, Raymond, R. No. 1 -----	40F2
Anderson, Roy, Rev., R. No. 3, New Auburn -----	48R22
Arey, L. S., Res. -----	16J
Atwood, Charles, R. No. 2 -----	33F2
Atwood, Walter, R. No. 2 -----	28F3
Austin, Mrs. Fred, Cabins -----	102
Austin, Fred, Oil Station -----	144

B

Baker, Glen, R. No. 1 -----	34F2
Balko, Henry, R. No. 1 -----	32F13

SURGE SALES AND SERVICE

SURGE MILKERS

ELECTRIC HOT WATER HEATERS AND COOLERS

SURGE ELECTRIC FENCERS - MADISON SILOS

MAE F. STEVENS

RESIDENCE PHONE 33F3 - OFFICE PHONE 71

RUSK COUNTY REPRESENTATIVE

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

BRUCE RED AND WHITE STORE

E. M. HARVEY, Owner

PHONE 46

BRUCE, WISCONSIN

Beaulieu, Adler, "Buck", Res.	26W
Beaulieu, Darrell, Res.	137W
Beauty Shop	3
Bebie, Gus, Res.	161R
Bebel's Super Station	115
Bebel, Walter, Station	115
Beebe, C. A., R. No. 2	27F22
Beebe, Roy, R. No. 2	27F20
Bennor, Walter, R. No. 1	52F2
Benson, Amiel, R. No. 1	56F13
Benz, Harold, Res.	51F21
Bernhardt, Chris, Res.	106
Bertram Lumber Co.	70
Bettner, Arthur A., R. No. 2	164F11
Eiernat, Adam, Store	2
Billr, Robert, Res.	160
Blain Motor Company	74
Blasczyk, Victor, Tavern	79 P. O.
Blocks, Gibson Co.	150W
Blodgett, Herman, R. No. 1	53F11
Bob's Standard Station	50 P. O.

BRUCE JEWELRY STORE

A. W. EGERER, Owner

WATCHES AND DIAMONDS

TELEPHONE 155

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

CLOVER FARM BRAND

TELEPHONE 12

FARMERS STORE

GENERAL MERCHANDISE

GROCERIES

BRUCE

WISCONSIN

Boehmer, Mrs. Malinda, Res.	47W
Boer, Henry, R. No. 2	67W
Bollman, Harold, R. No. 2	164F14
Bollman, James, R. No. 2	164F5
Bonek, Harry, Hatchery	113
Bornheimer, John, Res.	165
Bowling Alleys	49W
Brainerd, Gene, R. No. 2	27F4
Brainerd, Harry, R. No. 2	57F20
Brainerd, Lyman, R. No. 1	37F12
Briggs, Dallas, Res.	169
Briggs, William, Res.	85M
Bruce Agency	15
Bruce Bar	79 P. O.
Bruce Beauty Shop	3
Bruce Block Co.	150W
Bruce Bowling Center	49W
Bruce Cash Market	14
Bruce Economy Store	7
Bruce Electric Shop	94W
Bruce Farmers Store	12

PETER PAN CLEANERS

FREE PICK-UP AND DELIVERY SERVICE

CALL 135W

BRUCE, WIS.

PLEASE CALL BY NUMBER

CABINS

ROOMS

FRED'S CITIES SERVICE

FRED R. AUSTIN, Proprietor

SPARK PLUG SERVICE - BATTERY SERVICE

WASHING - GREASING - TIRE REPAIRS

POLISHING

TELEPHONE 144

BRUCE, WISCONSIN

Bruce Funeral Home	-----9
Bruce General Store	-----138W
Bruce Hatchery	-----113
Bruce Jewelry Store	-----155
Bruce News-Letter	-----19
Bruce Hardware	-----4W
Bruce Lunch	-----143 P. O.
Bruce Public Schools	-----58
Bruce Red & White Store	-----46
Bruce Theatre	-----123
Bryant, Leslie, R. No. 2	-----27R11
Bulwa, David, R. No. 1	-----53F20
Burlingham, Harold, R. No. 1	-----52F4
Burlingham, William, R. No. 1	-----52F3
Burns, Mrs. Lillian, Res.	-----26R
Button, Roweland, Res.	-----51F13

C

Cameron, Russell, R. No. 1	-----55F20
Campbell, Mrs. H. W., Res.	-----88W
Cash Market	-----14

DU BOIS STUDIOS

ALWAYS THE BEST FOR LESS

LADYSMITH AND RHINELANDER

TELEPHONE 573

LADYSMITH, WIS.

PLEASE CALL BY NUMBER

IMALONE TAVERN

ON HIGHWAY H—EIGHT MILES NORTH OF BRUCE

TELEPHONE 52F11

BRUCE, WISCONSIN

Carr, John, R. No. 1	32F21
Carr, John, Jr., R. No. 1	32F23
Casey's Bar	79 P. O.
Catholic Rectory	147
Chevrolet Garage	74
Chippewa Falls Rendering Co., Call Collect	Ladysmith No. 11
Chiropractic Office	140
Chick and Chris Garage and Station	21
Christianson, Donald, R. No. 2	53R11
Cities Service Station	144
City Hall	18
Clark, Roy, R. No. 1	34R11
Clark, William, R. No. 2	33R12
Clausen, Harold, R. No. 1	43F3
Clausen, Hermann, Insurance	127
Clough, Clarence, R. No. 1	40F12
Clough, John, R. No. 1	40F13
Clough, Richard, Res.	76W
Coey, Mrs. Adeline, Res.	86J
Coleman, Wallace, Res.	44R

SEE ME FOR HIGHEST PRICES FOR YOUR VEAL, DAIRY
COWS, HEIFERS, BREEDING BULLS AND
ALL OTHER LIVESTOCK
BREEDING BULLS FOR SALE AT ALL TIMES

IKE RYALL

TELEPHONE 32F30

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

GASOLINE — FUEL OIL — TRACTOR FUELS



FOR BEST IN QUALITY AND SERVICE

CALL OR SEE

AL QUINN

PHONE 128

BRUCE, WIS.

Conover, Fred, R. No. 1	40F11
Cooper, Mrs. U. G., Res.	126R
Corderman, Alvin, R. No. 2	48F5
Crawford, Earl, R. No. 2	48F22
D	
Daily, John, Res.	41J
Dairyland State Bank	17
Daniels, Irwin, R. No. 1	56F20
Daniels, Roy A., R. No. 1	23F13
Davis, Robert, R. No. 1	37F4
Davis, Richard, R. No. 1	56F12
Davis, Lester, Res.	125
Dead Animal Service,	
Call Ladysmith Collect	11
Dearhamer, Ralph, R. No. 1	56F14
Deems, John, Res.	25J
Depot, Soo Line	8
Dietlein, W. F., R. No. 3, New Auburn	48R11
Doman, Richard, Res.	168
Doorn, Laurence, R. No. 1	34R12
Doorn, Delbert, R. No. 1	37F13

ABBOTTS DAIRIES, INC.

—TELEPHONE 29—

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

Good Fishing

Modern Cottages

Reasonable Rates

SANDWICHES

**RAIMANN'S ISLAND LAKE RESORT
AND TAVERN**

"ERNA AND GUS"

P. O. NEW AUBURN, WISCONSIN

11 Miles South of Bruce on Highway 40

PHONE BRUCE, WIS. 48F3

Doorn, Louis, R. No. 1	37F2
Douglas, Birdell, Res.	39M
Doyle, William, Res.	105
Drake, Wesley, R. No. 2	51F5
Drug Store	80
Drause, Charles, R. No. 2	27F3
Dunham, John, R. No. 2	164F4
D. V. B. S. Camp at Imalone, R. No. 1	52F12
Dvergsdal, Robert, Res.	39W
Dvergsdal Standard Station	50 P. O.
Dyar, Delbert, R. No. 2	57F11
Ducommun, Charles, Res.	51F11

E

Egerer, A. W., Jewelry Store	155
Eke, Berger, R. No. 2	57F2
Ellison, Reeve, Res.	59
Ellison, Chris, Res.	166W
Elwood, Perry, Res.	39J
Ewald, Clayton, Res.	101
Ewald, Mrs. E., Res.	38
Ewald Transfer Co.	38 or 101

BRUCE HARDWARE COMPANY

WESTINGHOUSE — MONARCH

HAROLD HARTWIG & RUSSELL NELSON, Owners

TELEPHONE 4 — BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

EL RANCHO NITE CLUB, INC.

STEAKS - SEA FOOD - CHICKEN

CALL US UP

One Mile North of Ladysmith on Highway 27

PHONE 248

LADYSMITH

F

Farmers Store	12
Fawley, Earl, Res.	131W
Fawley, Joe, Ldys., R. No. 3	27F30
Feller, Arnold, Res.	94J
Feller, Electric Shop	94W
Felton, Roy, Cabins, R. No. 2	33F30
Felton, Trueman, Res.	88R
Ferry, Mrs. Clarence, Res.	87J
Fetting, Charles, R. No. 1	32F12
Fetting Robert, R. No. 1	34F20
Fiker, O. G., Res.	16W
Fillion, William, R. No. 1	34F4
Fire Hall	18
Fireside Lodge, R. No. 3, New Auburn	48F11
Flohr, Carl, R. No. 1	43F20
Fox, A. J., R. No. 2	164F20
Frisinger, Vern, R. No. 1	32F22
Fuglsang, John, Res.	76R
Fuglsang, Walter, R. No. 1	53F12
Funeral Home, Mirr	9

BRUCE ECONOMY

GROCERIES - VEGETABLES - MEATS

JOHN MIKUNDA, Prop.

TELEPHONE 7

BRUCE, WIS.

PLEASE CALL BY NUMBER

BERTRAM LUMBER COMPANY

LUMBER — PAINT — BUILDING HARDWARE

—F. H. A. LOANS—

LA VERN LEHMAN, Manager

BRUCE, WISCONSIN

TELEPHONE 70

G

Gamble Store Agency	6
Garrett, Raymond, R. No. 1	56F21
Garnatz, Keith A., Res.	22
Gerken, Kurt, Sr., R. No. 2	164F3
Gibson, George, R. No. 2	150J
Gillett, Elizabeth, Res.	51F2
Girard, George, R. No. 3, Ldys.	36F13
Gochee, Edmund, R. No. 1	37F21
Goff, Earl, R. No. 2	28F2
Goff, Herbert, R. No. 2	28F20
Gohr, Adolph, R. No. 2	28F5
Goin, Clyde, R. No. 1	34F30
Graham, Mrs. Frank, Res.	51F21
Graves, Floyd, R. No. 1	43R11
Graves, Sidney, R. No. 1	34F3
Griesbach, L. J., Res.	51F3
Grisius, LeRoy, Res., R. No. 2	33R11
Grisius, Motel, R. No. 2	33R11
Crubb, Albert, R. No. 1	52F30
Gunn, Raymond, New Auburn, R. No. 3	48F12



FOR COATS, SUITS, DRESSES

Ladies' Ready-To-Wear and Accessories

SEE

NELSON'S SMART STYLES

LADYSMITH, WISCONSIN

PLEASE CALL BY NUMBER

MATTISON TEXACO SERVICE

FIRESTONE TIRES AND BATTERIES

GREASING - TIRE REPAIR

ARNOLD MATTISON — JOHN FUGLSANG

TELEPHONE 112 P. O.

BRUCE, WISCONSIN

H

Hagerty, G. A., Res. -----	87R
Hagerty Law Office -----	64
Hansen, N. Y., Res. -----	78W
Hartinger, George, R. No. 2 -----	36F3
Harvey, Allie, Res. -----	119
Harvey, Ermin, Res. -----	161M
Harvey, Gerald, Res. -----	104
Harvey's Lumber Co. -----	111
Hatchery, Bonek . -----	113
Hawk, Dr. C. F., Chiropractor -----	140
Hawley, Myron, Res. -----	25W
Hayden, Dale, R. No. 1 -----	55F11
Hayden, Jay, Res. -----	49J
Hayden, R. J., R. No. 1 -----	55F21
Heath, Lloyd, R. No. 3, New Auburn -----	48F30
Heath, Sherman, R. No. 1 -----	32F31
Helmer, John, Res. -----	88J
Hemphill, Arnold, Res. -----	114
Hemphill, Fay, Res. -----	11
Hemphill's Garage . -----	11

FANDEL RADIO SERVICE

TELEVISION

RCA RADIOS AND VICTROLAS

DOMESTIC SEWING MACHINES

We Repair All Makes of Radios and Sewing Machines

Large Selection of Victor "45" Records

ACROSS FROM UNIQUE

PHONE 633J

LADYSMITH

PLEASE CALL BY NUMBER

FOR BETTER MEN'S AND BOYS' CLOTHING

AND FURNISHING GOODS

STANDARD CLOTHING STORE

TELEPHONE 38

LADYSMITH, WIS.

Hendricks Bros. Auto Sales	21
Hendricks, Leonard, "Chick," Res.	149
Hendricks, Chris, Res.	146
Hendrickson, Mrs. Grace, Res.	44J
Hess, Albert, R. No. 2	27F11
Hiltten, Lester, R. No. 1	32F5
Hinaus, Earl, Res.	72J
Hinaus, Owen, R. No. 1	96J
Hoff, James, R. No. 2	28R21
Hoffland, Matt, Res.	86W
Home Tavern & Cafe	97P.O.
Howard, E. L., Res.	107
Hudson, C. J., Amacoy Store, R. No. 2 ..	33F4
Humber, George, Res.	156W

I

Imalone Store, R. No. 1	52F21
Imalone Tabernacle	52F12
Imalone Tavern & Dance Hall, R. No. 1 ..	52F11
Indianhead Oil Co.	123
Ingvalson, Ivan, Res.	47J
Irwin, Albert, Res.	81W

A. BIERNAT

GROCERIES AND MEATS

HOME-MADE SAUSAGE

TELEPHONE 2

BRUCE, WISCONSIN

PLEASE CALL BY NUMBER

WHITE SIGN PAINTING

ADVERTISING DOES NOT COST . . . IT PAYS

LARRY L. WHITE, Prop.

Phone 36R11 - Bruce, Wis.

GENERAL PAINTING - FREE ESTIMATE
TRUCK LETTERING - SHOW CARD WRITING
RENTAL SIGNS - ROAD SIGNS
BRUCE, WISCONSIN

Irwin, Ivan, Res. -----	68W
Island Lake Resort, New Auburn, R. No. 3 -----	48F3
Island Lake Store, New Auburn, R. No. 3 -----	48F30
Iverson, Ole, Res. -----	41W
Iverson, Otto, Res. -----	133
Iverson, Harold, R. No. 1 -----	43F4

J

Jack Sprat Store -----	2
Jamiola, Ed, Res. -----	138J
Janoszek, Joseph, Res. -----	138J
Jenkins, R. D., Res. -----	20J
Jenkins, R. D., Office & Garage -----	20W
Jensen, A. P., Res. -----	76J
Johnson, Fordie, Res. -----	84M
Johnson, Forest, Wyhr., R. No. 2 -----	53F30
Johnson, Oscar, Res. -----	92
Jones, Mrs. Lynn, Res. -----	41R
Joyner, Mrs. Sarah, Res. -----	68R

K

Kahn, Frank, R. No. 1 -----	40F22
Karis, Ernie, Res. -----	78R

COL. F. W. WILLIAMS

PURE BRED AND LIVE STOCK

AUCTIONEER

TELEPHONE 167

PLEASE CALL BY NUMBER

ATTENTION FARMERS
SELL YOUR DEAD, DOWN AND DISABLED HORSES
AND CATTLE TO

Tom Barr Fur Farm

HIGHEST CASH PRICES PAID—WE PAY PHONE CHARGES

CAMERON, WISCONSIN—PHONE 10F3

Karis, Joe, R. No. 2	28F14
Keith, Edgar, Res.	67M
Keith, Perry, Res.	166J
Keith, John, R. No. 2	27F5
Kelly, Jack, R. No. 1	52F5
Kelly, J. O., R. No. 1	32R11
Kenyon, Mrs. Gladys, Res.	85J
Kernwein, Al. R. No. 2	57F22
Kisling, Al. R. No. 2	67R
Kisling, Herbert, Res.	91R
Klinger, Theodore, R. No. 1	52F22
Klinkhammer, Leo, R. No. 1	55F12
Klund, Harlow, R. No. 2	164R11
Knutson, Merlin, Res.	170
Knudson, Rolland, R. No. 2	164F2
Koehler, Ed. Res.	84R
Koehler, Phil, Res.	51F4
Koschkee, Mrs. Charlotte, Res.	24
Kostka, Paul, Res.	68J
Kovacevich Bros., Office & Store	60W
Kovacevich, John, Res.	171
Kovacevich, Nick, R. No. 1	32F2
Kovacevich, Pete, Res.	26M
Kozel, Mrs. Harry, New Auburn, R. No. 3	48F11
Kozuszek, Tedd K., Res.	172
Kramer, Raymond, R. No. 2	35
Krembs, Rev. Phillip, Res.	147
Kraycha, Jack, Res.	16R
Kulibert, Robert, R. No. 1	32F11

L

Ladysmith Dead Animal Service—

Call Ladysmith, collect 11 |

Lake Superior District Power Co., Ldys. R. No. 3

Thornapple Plant 36F13 |

PLEASE CALL BY NUMBER

MODE-SHOP

LADIES' READY-TO-WEAR

EDNA ERICKSON, Manager

TELEPHONE 184J

LADYSMITH, WIS.

Lalan Implements, Office	13W
Lalan, Jack, Ferguson Implements, R. No. 1	118
Lalan, Leo, Res.	13J
Lamoureux, Don, Res.	135J
Larsen, Arnold, Res.	161W
Larsen Cafe	130 P. O.
Larson, Mrs. Minnie, R. No. 1	23F3
Leatherman, Donald, Res.	163
Leatherman, Walter, Insurance, Res.	122
Lehman, William, Res.	47R
Leitz, Mrs. Louis, R. No. 3, Ladysmith	27F31
Lepley, Lynn, R. No. 1	37F5
Long, Elmer, R. No. 1	23F20
Lorenz, W. F., R. No. 2	33F12
Lowery, Basil, R. No. 2	33F20
Lowery's Lodge, R. No. 2	33F20
Lutheran Parsonage	89J
Lundgren, Axel, R. No. 1	37F22

M

MacArthur, D., Hotel	62 P. O.
MacArthur, Dougal, R. No. 1	56R21
MacArthur, Lyle, R. No. 1	56F3
McConnell, Gordon, Res.	162
McCracken, Fred, R. No. 3, New Auburn	48F2
McCracken, I. F., R. No. 3, New Auburn	48R31
McDonald, Art, Res.	93R
McDonald, Edward, Res.	134
McEwen, Mrs. M., Res.	76M
McGlynn, Carroll, R. No. 1	23F4
McGregor, Mrs. N. P., Res.	95
McHugh, York, R. No. 2	23F11
McLean, Glenn, Ldys, R. No. 3	33F20
Maddock's Drug Store	80

PLEASE CALL BY NUMBER

Ladysmith Milk Producers' Co-operative Ass'n

Producers and Manufactures of

Spray and Roller Type

Whole Milk Powders

Spray and Roller Type

Skim Milk Powders

Sweet and Frozen Cream

Grade "A" Milk and Cream

Butter

Plants At

Ladysmith - Stanley - Prentice - Sand Creek - Fifield

Phone 229—211 E. 3rd St., Ladysmith

Mahoney, Basil, R. No. 2	57R11
Maiaise, Clayton, Jr.	78J
Manosky, David, J., Res.	99
Mansky, Stanley, R. No. 1	34F21
Martindale, Donald, Res.	28F13
Martindale, Robert, R. No. 2	28R12
Mattison, Arnold, Service Station	112 P. O.
Mattison, Clarence, R. No. 1	53F22
Mattison, Glen, R. No. 1	23F14
Mattison, Lew, R. No. 1	23F22
Mayer, Emil, R. No. 1	56F22
Mead, Henry B., Res.	81J
Meir, Minrod, Wyhr., R. No. 2	53F14
Meisegeier, Edward, R. No. 2	27F2
Meisegeier, Charles, R. No. 2	27F12
Messmer, Ernest, Res.	93J
Meyer, George, Res.	142
Mike Leinwander, Res.	102
Mikunda, John H., Store	7
Miller, Fred, R. No. 3, New Auburn	48R12
Miller, George E., Res.	10W
Milo's Feed Store	73
Milutinovich, Milo, Res.	151
Minneapolis-Moline Implement Store	60W
Mirr Funeral Home	9
Mittelstaedt, Rev. John, Res.	89J
Moberg, Leonard, Res.	85R
Moon, Lowell, R. No. 1	55R11
Moon, Nyle, Res.	110
Moore, Clifford, Res.	25R
Moore, Jerry, R. No. 2	56R12
Moore, L. V., Res.	25R
Moore, Seth, R. No. 1	56R11
Moore, Stanley, R. No. 1	55F23

PLEASE CALL BY NUMBER

GUSTAFSON ICE CREAM & DAIRY CO.

QUALITY DAIRY PRODUCTS

LADYSMITH, WIS.

TELEPHONE 101

Morten, Glen, R. No. 2	33F13
Nachtwey, W. J., R. No. 1	23F2
Nelson, Elmer, R. No. 1	23R11
Nelson, Mrs. Mary, Res.	86R
Nelson, N. A., Res. Cattle Buyer	77
Nelson Printing Co.	121
Nelson, Russell, Res.	4J
Nelson, Wilbur, Res.	121
Newhagen, Rev. Olaf, R. No. 1	52F12
News-Letter, Bruce	19
Noller, John, Res.	153
Northland Cafe	63 P. O.
Novander, Carter, R. No. 1	43F12
Novander, Richard, Res.	47M
Olson, Henry, R. No. 2	36F4
Olson, Orville, R. No. 2	36F12
Olson, Oscar, R. No. 2	36F11

P

Paddock, Charles, R. No. 1	53R21
Paddock, Thomas, R. No. 1	34R21
Paulson, Donald, R. No. 1	43F11
Peters, Ralph, News-Letter	19
Peterson, Elmer, Res.	45
Peterson, Elvina, R. No. 1	55F31
Peterson, Harry, R. No. 1	55F2
Peterson, Leland, Res.	103
Peterson, W. J., R. No. 1	55F5
Peter Pan Cleaners	135W
Pfaffman, Rev. P. F., R. No. 1	34F12
Finnow, Paul, R. No. 2	33F14
Poff, Stanley, Res.	39R
Police	13
Potter, Lee, R. No. 2	28F30
Public Schools	53
Pulaski Lake Store, R. No. 2	164F14

PLEASE CALL BY NUMBER

NOVAK & RAPP

DODGE AND PLYMOUTH CARS - DODGE TRUCKS

ALLIS CHALMERS FARM MACHINERY

GENERAL REPAIRING - GAS AND OIL

TIRES AND ACCESSORIES

LADYSMITH, WIS.

TELEPHONE 436

Q

Quade, Clarence, Res.	16M
Quade, Donald, R. No. 1	51F30
Quinn, Albert, Res.	128
Quinnell, Gerald, Res.	154

R

Raimann, Gus and Erna, Island Lake Resort, New Auburn, R. No. 3	48F3
Ramsey, John, R. No. 2	57F13
Rasmussen, Lyle	51F12
Red & White Store	46
Reichel, Al, R. No. 1	34F11
Reichel, Andy, R. No. 1	34F22
Reichel, Henry, R. No. 1	34F13
Reichel, George, R. No. 1	34F14
Robbins, Elmer, R. No. 1	37F11
Romsos, Norman, Res.	91J
Ronnie Charles, Musician, R. No. 2	164F2
Root Beer Stand	145
Rouleau, Robert, Res.	141
Ryall, Arthur, R. No. 1	32R12
Ryall, Ike, Cattle Buyer, R. No. 1	32F30

S

St. John, E. V., R. No. 3, New Auburn	48F31
St. John, Edward, R. No. 1	52F20
St. Louis, Mrs. Mary, Res.	126J
St. Louis, Maurice, Res.	68M
St. Mary's Rectory	147
Sauer, Mrs. W. H., Res.	1
Sauer, Donald, Res.	129
Schiessl, Adam, R. No. 2	23R11
Schmidt, William, R. No. 1	23F11
Schmitz, Mrs. Mary, R. No. 1	43F21

PLEASE CALL BY NUMBER

VICK'S ROD, GUN AND JEWELRY AND MODERN MOTEL

BOAT LIVERY — RIVER TRIPS

EXPERT ROD, REEL, GUN AND JEWELRY REPAIRS

LARGE STOCK OF TACKLE, GUNS and AMMUNITION

ON THE BANK OF HISTORIC FLAMBEAU RIVER

LADYSMITH, WISCONSIN

RES. TELEPHONE 298JX

Schmoll, Harold, Res. -----	131J
Schroeder, Erwin, R. No. 1 -----	53F5
Schultz, Mrs. A. C., Res. -----	83
Schultz, Dr. E. H., Office, Dentist -----	98
Schultz, Robert, Res. -----	66
Scoles, Jack, R. No. 1 -----	37F14
Scott, Francis, R. No. 1 -----	34F12
Selinske, Edward, R. No. 2, Whyr. -----	53F2
Shell Oil Station -----	74
Shell Bulk Station -----	128
Shydowski, Tony, R. No. 2 -----	57F5
Sieck, Fred, R. No. 1 -----	53F21
Sieck, Henry and Jens, R. No. 1 -----	53F3
Smith, Mrs. Clara, R. No. 1 -----	28F4
Sno-Cap Root Beer -----	145
Soo Line Depot -----	8
Sorenson, Chris, Res. -----	67J
Sorenson, George, Res. -----	44W
Sorenson, Godfrey, R. No. 2 -----	23F21
Sorensen, Rose E., Real Estate, Insurance -----	15
Spees, Robert, Res. -----	72W
Spoolhoff, Case, R. No. 1 -----	51R11
Spoolhoff, Rense, R. No. 1 -----	23F12
Stahmann, L. E., Res. -----	10J
Standard Bulk Station -----	75
Standard Station, Dvergsdal -----	50P.O.
Standard Clothing Store -----	Ladysmith 38
Stanton, G. B., Res. -----	157
Steindorf, Clarence, R. No. 1 -----	55F3
Stevens, Burt, R. No. 2 -----	28F22
Stevens, Frank, R. No. 2 -----	57F12
Stevens, George, R. No. 2 -----	33F21

PLEASE CALL BY NUMBER

Nelson Printing Co.

Bruce, Wisconsin

Stevens, Harold, R. No. 2	33F11
Stevens, Herbert, R. No. 2	33F22
Stevens, Mae F., R. No. 2	33F3
Stevens, Max, Res.	137J
Stevens, Woodrow, R. No. 2	57F4
Stoll, Fred E., Jr., R. No. 2	48R21
Stone, H. P., R. No. 2	57F14
Stoyke, E. F., R. No. 3, New Auburn	48F4
Surge Sales and Service	71
Swaney, Mrs. Bessie, Res.	152
Swaney, Harold, R. No. 1	23F5
Sweet, Mrs. Edna, R. No. 3, Ladysmith	27F23

T

Tatro, Clifford, Res.	117
Tatro, Guy C., R. No. 1	56F4
Tatro, Kent, Res.	120
Tatro Oil Company	117
Terrill, William L., Res.	132
Texaco Bulk Station	117
Thaler, Calvin, R. No. 1	53F31
Theatre, Bruce	123
Thorpe, Charles, R. No. 1	52F11
Tiegs, Frank, R. No. 1	23F21
Toepfer, Louis, Res.	51F20
Tonning, Marvin, R. No. 2	164F12
Towers, Caryl, Res.	3
Towers, Claire, B., Res.	75W
Towers, Gilbert, Res.	109
Towers, Mrs. John, Res.	82
Towers, Roland, Res.	75J
Triplett, Archie, R. No. 1	32F14
Triplett, Ralph, R. No. 1	32F4
Truman, Mrs. George, R. No. 1	53R31
Truman, Wayne, R. No. 1	53F4

PLEASE CALL BY NUMBER

U

Uecke, Milton, Cafe -----143P.O.

V

Valiquette, Victor A., Res. -----69
 Van Acker, Miss J. M., Res. -----88M
 Vetterkind, Walter, R. No. 3, New Auburn -----48F23
 Vic's Bar -----79 P. O.
 Vierck, John, Res. -----148
 Village of Bruce, Fire Hall -----18
 Vreeland, Leon, Res. -----91W
 Vreeland, Lewis, R. No. 1 -----56F2
 Vreeland, Norman, R. No. 1 -----56F23
 Vreeland, Roy R., R. No. 1 -----56F5

W

Wagon Wheel, R. No. 1 -----52F21
 Waite, Joe, Res. -----85W
 Walker, Mrs. Beatrice, Res. -----72M
 Walker, C. V., Res. -----54
 Weiher, Dr. R. J. H., Res. -----96W
 Weinert, Walter, R. No. 1 -----53F13
 Weinert, Vincent, R. No. 1 -----40F3
 Wells, Roy, R. No. 2 -----57F13
 Wester, Blair, R. No. 2 -----164F21
 Wester, Clair, R. No. 2 -----164F13
 Weuthrich, William, R. No. 1 -----43F13
 Whalen, Dr. M. L., Office -----42W
 Whalen, Dr. M. L., Res. -----42J
 Whittenberger, Russell (Jake) Ldys., R. No. 3 27F21
 White, Larry, Painter, R. No. 2 -----33R11
 Wiedenhoeft, A. C., R. No. 2 -----33F14
 Williams, Col. F. W., Res. -----167
 Willis, Ed, Store, New Auburn, R. No. 3 -----48F20
 Wilson, Woodrow, Res. -----91M
 Wisherd, Frank, Res. -----87W
 Wisherd, Iven, Res. -----23J
 Wonderspot, Morten's, R. No. 2 -----33F13
 Wood, Bernard, R. No. 3, New Auburn -----48F21
 Woodland Park Pavilion, R. No. 2 -----164F13

PLEASE CALL BY NUMBER

Woodmansee, Herbert, Res.	31
Woodmansee, George, Res.	116
Woodmansee, Robert, Res.	65
Woodmansee, Roderick, Res.	124
Worrall, Donald E., R. No. 1	56F11
Wright, C. E., Res.	136

Z

Zebro, Albert, Res.	103
Zebro's Feed & Seed Store	89W
Zehner, Byron, R. No. 3, Ldys.	36F2
Zehner, Clarence, Cabins, R. No. 3, Ldys.	36F21
Zehner, Howard and Ed, R. No. 2	36F5
Zuber, Simon, Res.	72R

Additional Phone Numbers



Additional Phone Numbers

PLEASE CALL BY NUMBER

THE DAIRYLAND STATE BANK

BRUCE, WISCONSIN

STATIONS AT SHELDON AND EXELAND

COMPLETE BANKING SERVICE

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LADYSMITH GREENHOUSES

FRESH CUT FLOWERS

IN ANY EVENT . . . SEND FLOWERS

TELEPHONE 84W

LADYSMITH, WIS.

MILO'S FEED STORE

DEALERS IN FEED, SEEDS AND FLOUR

TELEPHONE 73

BRUCE

WISCONSIN

MIRR FUNERAL HOME

MODERN CHAPEL

AMBULANCE SERVICE

TELEPHONE 9

TELEPHONE 9

BRUCE, WISCONSIN

BRUCE BLOCK COMPANY

CONCRETE PRODUCTS - STEEL WINDOWS

COMPLETE LINE OF WATERPROOFING PRODUCTS

TELEPHONE 150

BRUCE, WISCONSIN

BURGER BROTHERS

HAM AND LIM

DISTRIBUTORS OF PEERLESS BEER

JOHN & ED BORNHEIMER

TELEPHONE 165

BRUCE, WISCONSIN

BEBEL'S GARAGE

GENERAL REPAIRING - WRECKER SERVICE

TEXACO & FIRESTONE PRODUCTS

WALTER BEBEL, Owner

TELEPHONE 115

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