

telephone directory

SERVING . . .

BRUCE

(AREA CODE 715)

MAY 1972

BRUCE TELEPHONE COMPANY, INC.
BRUCE, WISCONSIN

EMERGENCY NUMBERS — INSIDE FRONT COVER



EMERGENCY and SERVICE NUMBERS

FIRE
868-2345

When reporting a Fire or Emergency be sure to stay on the line and when the Fire Dept. answers give your name and location distinctly. Do not hang up until you are certain they have understood you.

POLICE **868-4518**
If No Answer Call **868-2185**

SHERIFF

Rusk County **Ladysmith 532-5597**
(Long Distance Charge Applies)

AMBULANCE

Rusk County **Ladysmith 532-5597**

F. B. I.

Federal Bureau of Investigation **Dial "0" Operator**

DIRECTORY ASSISTANCE (Information) **Dial "0" Operator**

When in need of Directory Assistance for information regarding telephone numbers; please ask the Operator to check their most recent records.

LONG DISTANCE **Dial "0" Operator**

TELEPHONE REPAIR SERVICE

To report telephone out of order, line trouble, etc. **868-2995**

If No Answer Call **868-4095**

or **Dial "O" Operator**

TELEPHONE BUSINESS OFFICE

Application for service, moving, bills, etc. **868-2995**

If No Answer Call **868-4095**

GENERAL INFORMATION

BRUCE TELEPHONE COMPANY, INC. BRUCE, WISCONSIN

SERVICE DIFFICULTIES

Report service troubles promptly to the office. The Company will appreciate such calls and will act immediately to correct such difficulty. Broken poles, wires and other faults which might endanger life or property should be brought to the attention of the Company.

USE OF FOREIGN EQUIPMENT

The Company is responsible for satisfactory service and it cannot therefore permit the use of any equipment or other apparatus by customers in connection with that furnished by the Company.

TARIFFS

These are established in conformity with the requirements of the state or local regulatory body. Any information not made a part of this directory is available to individuals at the telephone office.

DIRECTORIES

Directories are the property of the Telephone Company and are to be returned to the Telephone Company on request. No binder, holder, or auxiliary cover, except such as may be provided by, or with the consent of the Telephone Company, shall be used in connection with any directory furnished by the Telephone Company. The Telephone Company reserves the right to assign telephone numbers and lines and to make any changes when necessary.

No liability shall attach to or be assumed by the Company for any errors or omissions in the compiling, printing or distribution of its directories. In order that the directory record may contain correct listings at all times, notification of changes or errors should be given at once to the office.

WARNING

Wisconsin State Law (Statute 941.35) provides in part that "whoever intentionally refuses to yield or surrender the use of a party line to another person for the purpose of permitting such other person to report a fire or summon police, medical or other aid in case of an emergency, shall be fined not less than \$50.00 nor more than \$500.00," and "whoever intentionally asks for or requests the use of a party line on the pretext that an emergency exists, knowing that no emergency in fact exists, shall be fined not less than \$50.00 nor more than \$500.00." The law defines an "emergency" as a situation in which property or human life are in jeopardy and the prompt summoning of aid is essential."

Wisconsin Statute 943.45

OBTAINING TELECOMMUNICATIONS SERVICE BY FRAUD. Whoever with intent to defraud obtains or attempts to obtain telecommunications service by any of the following means may be fined not more than \$100 or imprisoned not more than 30 days, or both:

1. Charging such service to an existing telephone number or credit card number without the consent of the subscriber thereto or the legitimate holder thereof.
2. Charging such service to a false, fictitious, suspended, terminated, expired, cancelled or revoked telephone number or credit card number.

Nuisance Calls

Wisconsin law (Statute 947.01) provides that whoever "with intent to annoy another, makes a telephone call, whether or not conversation ensues" may be fined not more than \$100 or imprisoned not more than 30 days.

TELEPHONE USAGE

DIALING PROCEDURE FOR LOCAL CALLS



LOOK UP and JOT DOWN

the number.

Keep it in front of you as you dial.



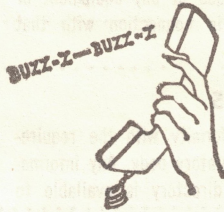
LISTEN for the DIAL TONE
before you dial.



The Ringing Signal—

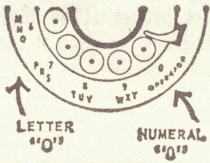
Give your party time to answer, about 10 rings, before you hang up.

OR



The Busy Signal—

A steady "buzz-buzz-buzz" sound means the called line is in use.



DIAL the TELEPHONE NUMBER

Be careful not to confuse the letter "O" with the numeral "0" (zero), or the letter "I" with the numeral "1".

(place your call at a later time)

PARTY LINE CALLS

All rural telephones are equipped with a Pushbutton, which enables you to listen on the line before making a call. If you find that the line is busy, hang up the receiver and try your call later. In this way you will not disturb the conversation or dialing or party using the line. If the line is not in use, press the button, listen for the dial tone, then proceed dialing your called party. In answering the telephone on a Rural Line take off the receiver and push the button to talk. If on answering the telephone you hear a "tick tock" tone, it indicates someone on your own line is calling. Please stay on the line and give them time to return to their telephone.

STEPS to follow in making a party line call:

1. Remove handset and you will hear dial tone which tells you the equipment is ready for you to place your call.
2. Dial the telephone number as listed in the telephone directory, omitting first three digits. If the party you have called is on your line, you will get a steady ring back tone after completion of your dialing.
3. When you hear the ring back tone, replace handset wait about 30 seconds, remove handset and your called party should have answered their phone and be on the line. If not, wait another 30 seconds to allow the party you are calling sufficient time to get to the telephone.

Please cooperate and limit your calls to parties on your line to six (6) minutes.

TIMING OF LOCAL CALLS

YOU CAN PLACE LOCAL CALLS BY DIALING ONLY THE LAST (4) DIGITS

All local calls are automatically timed for 6-8 minutes of conversation time. Approximately 30 seconds after you hear a warning tone (splash of dial tone) the connection will be broken. If you have not completed your call, please wait at least five minutes before replacing your call. This will allow other party line subscribers to complete their calls and will allow any incoming calls to you to be completed. Long distance calls are not timed in this manner.

USE OF RESIDENCE TELEPHONES FOR BUSINESS PURPOSES

Residence Telephones are installed with the understanding that they will be used for normal social or domestic purposes.

A Residence Telephone will be changed to business service if used primarily or substantially for business purposes, or if the residence telephone number is advertised in connection with the sale of products or services and the subscriber has no business service elsewhere within our system.

LONG DISTANCE SERVICE

TYPES OF CALLS

EVENING, NIGHT AND WEEKEND RATES

DIRECT DISTANCE DIALING (DDD)

Rates are lower on ALL long distance calls when an operator is not involved.

WITHIN WISCONSIN

STATION-TO-STATION

A station-to-station call means you will talk with anyone who answers. Charging begins when the called telephone is answered or when a connection is made with an automatic answering set.

DIRECT-DIALED CALLS (DDD)

Reduced rates apply every evening between 5 P.M. and 11 P.M. and all day Saturday. Further reduced rates apply every evening from 11 P.M. to 8 A.M. and all day Sunday.

PERSON-TO-PERSON

Call person-to-person when you must talk to a particular person or extension telephone. Rates are higher than station-to-station. Charging begins when the called person or extension answers.

OUTSIDE WISCONSIN

DIRECT-DIALED CALLS (DDD)

Reduced rates apply every evening between 5 P.M. and 11 P.M. Monday through Friday. Further reduced rates apply every evening Monday through Sunday between 11 P.M. and 8 A.M.

COLLECT

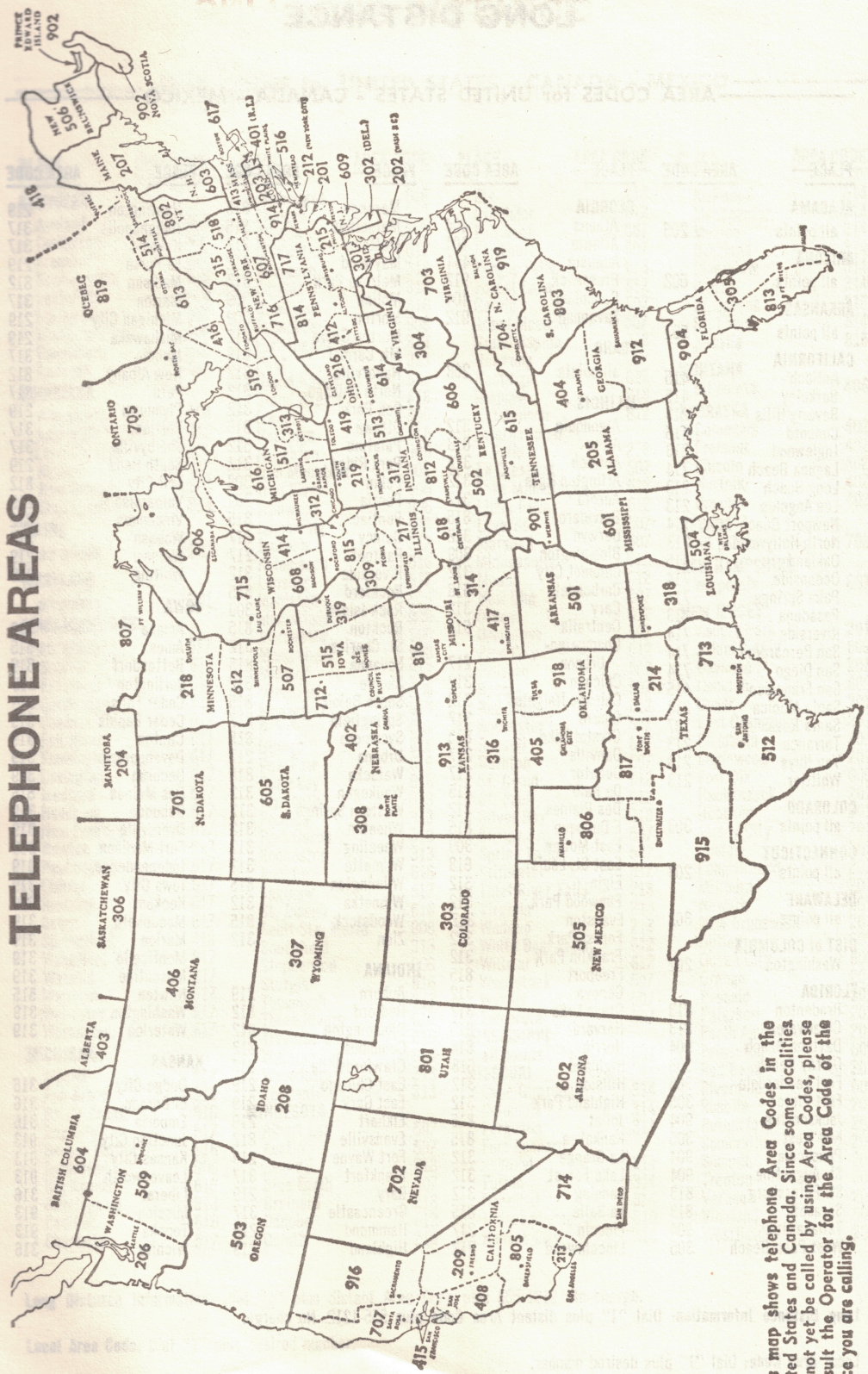
Most calls can be made "collect" if the person you are calling agrees to pay the charge. Please be sure to tell the operator you are calling collect when you give her the call.

CALLS YOU PLACE THROUGH THE OPERATOR

Reduced rates are in effect between 5 P.M. and 8 A.M. Monday through Friday and all day Saturday and Sunday.

*Rates may be subject to change during the service period of this directory.

TELEPHONE AREAS



This map shows telephone Area Codes in the United States and Canada. Since some localities cannot yet be called by using Area Codes, please consult the Operator for the Area Code of the place you are calling.

LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

<u>PLACE</u>	<u>AREA CODE</u>	<u>PLACE</u>	<u>AREA CODE</u>	<u>PLACE</u>	<u>AREA CODE</u>	<u>PLACE</u>	<u>AREA CODE</u>
ALABAMA		GEORGIA		Marengo	815	Huntington	219
all points	205	Athens	404	Marseilles	815	Indianapolis	317
ARIZONA		Atlanta	404	Mattoon	217	Kokomo	317
all points	602	Augusta	404	Maywood	312	La Porte	219
ARKANSAS		Brunswick	912	Melrose Park	312	Madison	812
all points	501	Columbus	404	Moline	309	Marion	317
CALIFORNIA		Savannah	912	Morton	309	Michigan City	219
Antioch	415	IDAHO		Morton Grove	312	Mishawaka	219
Berkeley	415	all points	208	Mt. Carmel	618	Muncie	317
Beverly Hills	213	ILLINOIS		Naperville	312	New Albany	812
Concord	415	Algonquin	312	North Chicago	312	Peru	317
Inglewood	213	Alton	618	Oak Park	312	Plymouth	219
Laguna Beach	714	Antioch	312	Palatine	312	Portland	317
Long Beach	213	Arlington Hgts	312	Park Ridge	312	Shelbyville	317
Los Angeles	213	Aurora	312	Pekin	309	South Bend	219
Newport Beach	714	Belvidere	815	Peoria	309	Tell City	812
North Hollywood	213	Berwyn	312	Pontiac	815	Valparaiso	219
Oakland	415	Bloomington	309	Quincy	217	Vincennes	812
Oceanside	714	Calumet City	312	Rantoul	217	Wabash	219
Palm Springs	714	Carbondale	618	Riverside	312	Warsaw	219
Pasadena	213	Cary	312	Rockford	815	Whiting	219
Riverside	714	Centralia	618	Rock Island	309	IOWA	
San Bernardino	714	Champaign-Urbana	217	Rockton	815	Amara	319
San Diego	714	Chicago	312	St. Charles	312	Ames	515
San Francisco	415	Chicago Heights	312	Savanna	815	Bettendorf	319
Santa Monica	213	Cicero	312	Skokie	312	Burlington	319
Santa Rosa	707	Crystal Lake	815	South Beloit	815	Cedar Falls	319
Torrance	213	Danville	217	Springfield	217	Cedar Rapids	319
Van Nuys	213	Decatur	217	Sycamore	815	Clinton	319
Whittier	213	De Kalb	815	Urbana	217	Danport	319
COLORADO		Des Plaines	312	Watsseka	815	Decorah	319
all points	303	E Dubuque	815	Waukegan	312	Des Moines	515
CONNECTICUT		East Moline	309	Western Springs	312	Dubuque	319
all points	203	East St. Louis	618	Wheaton	312	Dyersville	319
DELAWARE		Elgin	312	Wheeling	312	Fort Madison	319
all points	302	Elmwood Park	312	Wilmette	312	Independence	319
DIST of COLUMBIA		Evanston	312	Wilmington	815	Iowa City	319
Washington	202	Forest Park	312	Winnetka	312	Keokuk	319
FLORIDA		Franklin Park	312	Woodstock	815	Maquoketa	319
Bradenton	813	Freeport	815	Zion	312	Marion	319
Clearwater	813	Geneva	312	INDIANA		Monticello	319
Daytona Beach	904	Grays Lake	312	Auburn	219	Muscatine	319
Delray Beach	305	Harvard	815	Bedford	812	Newton	515
Fort Lauderdale	305	Herrin	618	Bloomington	812	Washington	319
Fort Pierce	305	Highland	618	Columbus	812	Waterloo	319
Jacksonville	904	Hillside	312	Crawfordsville	317	KANSAS	
Key West	305	Highland Park	312	East Chicago	219	Dodge City	316
Pensacola	904	Joliet	815	East Gary	219	El Dorado	316
St. Augustine	904	Kankakee	815	Elkhart	219	Emporia	316
St. Petersburg	813	La Grange	312	Evansville	812	Junction City	913
Sarasota	813	Lake Forest	312	Fort Wayne	219	Kansas City	913
Tallahassee	904	Lansing	312	Frankfort	317	Leavenworth	913
West Palm Beach	305	La Salle	815	Gary	219	Liberal	316
		Lincoln	217	Greencastle	317	Mission	913
		Lincolnwood	312	Hammond	219	Topeka	913
				Highland	219	Wichita	316

Long Distance Information: Dial "1" plus distant Area Code plus 555-1212. No charge.

Local Area Code: Dial "1" plus desired number.

LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE
KENTUCKY		Cheboygan	616	Ely	218	Kirkwood	314
Ashland	606	Chelsea	313	Excelsior	612	Manchester	314
Covington	606	Clinton	313	Fairmont	507	Mexico	314
Frankfort	502	Coldwater	517	Faribault	507	Overland	314
Hopkinsville	502	Dearborn	313	Fergus Falls	218	Riverview	314
Lexington	606	Detroit	313	Forest Lake	612	Rolla	314
Louisville	502	Dowagiac	616	Garvin	507	St. Joseph	816
Madisonville	502	Escanaba	906	Grand Meadow	507	St. Louis	314
Owensboro	502	Farmington	313	Grand Rapids	218	Sedalia	816
Paducah	502	Flint	313	Harmony	507		
		Grand Haven	616	Hastings	612	MONTANA	
LOUISIANA		Grand Rapids	616	Hibbing	218	all points	406
Alexandria	318	Gwinn	906	Hutchinson	612		
Lafayette	318	Hastings	616	International		NEBRASKA	
Lake Charles	318	Houghton	906	Falls	218	Columbus	402
Monroe	318	Iron Mountain	906	La Crescent	507	Fremont	402
New Orleans	504	Iron River	906	Lake Minnetonka	612	Lincoln	402
Shreveport	318	Ironwood	906	Little Falls	612	Norfolk	402
		Ishpeming	906	Luverne	507	Omaha	402
MAINE		Jackson	517	Marshall	507	NEVADA	
all points	207	Kalamazoo	616	Minneapolis	612	all points	702
		Lansing	517	Mound	612	NEW HAMPSHIRE	
MARYLAND		Manistee	616	New Ulm	507	all points	603
all points	301	Manistique	906	Osseo	612		
		Marquette	906	Owatonna	507	NEW JERSEY	
MASSACHUSETTS		Menominee	906	Pine City	612	Asbury Park	201
Attleboro	617	Midland	517	Preston	507	Atlantic City	609
Boston	617	Munising	906	Racine	507	Bayonne	201
Brookline	617	Muskegon	616	Red Wing	612	Camden	609
Cambridge	617	Niles	616	Rochester	507	Dover	201
Chelsea	617	Otsego	616	Russell	507	East Orange	201
Fall River	617	Paw Paw	616	Ruthton	507	Elizabeth	201
Framingham	617	Petoskey	616	St. Cloud	612	Englewood	201
Lexington	617	Plymouth	313	St. Paul	612	Fort Dix	609
Medford	617	Pontiac	313	Silver Bay	218	Hackensack	201
Needham	617	Port Huron	313	Sleepy Eye	507	Hoboken	201
New Bedford	617	Rochester	313	Spring Valley	507	Jersey City	201
Newton	617	Rockford	616	Stillwater	612	Linden	201
Peabody	617	Saginaw	517	Thief River Falls	218	Long Branch	201
Quincy	617	St. Joseph	616	Virginia	218	Millburn	201
Roxbury	617	Sault Ste. Marie	906	Wadena	218	Newark	201
Salem	617	Southfield	313	White Bear Lake	612	New Brunswick	201
Springfield	413	Stephens	906	Willmar	612	Nutley	201
Wakefield	617	Sturgis	616	Woodstock	507	Ocean City	609
Walpole	617	Tecumseh	313	Wykoff	507	Orange	201
Waltham	617	Three Rivers	616	Zumbrota	507	Passaic	201
Wellesley	617	Traverse City	616	MISSISSIPPI		Paterson	201
Worcester	617	Watersmeet	906	all points	601	Perth Amboy	201
		Wyandotte	313	MISSOURI		Princeton	609
MICHIGAN		Ypsilanti	313	Cape Girardeau	314	Red Bank	201
Alpena	517	MINNESOTA		Columbia	314	Riverside	609
Ann Arbor	313	Albert Lea	507	Ferguson	314	Roselle	201
Battle Creek	616	Austin	507	Fort Leonard		Rutherford	201
Bay City	517	Bemidji	218	Wood	314	Somerville	201
Benton Harbor	616	Blue Earth	507	Fulton	314	Summit	201
Bessemer	906	Braintree	218	Hannibal	314	Trenton	609
Big Rapids	616	Danube	612	Independence	816	Verona	201
Birmingham	313	Duluth	218	Kansas City	816	Vineland	609
Cadillac	616					Westfield	201
Charlotte	517						

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LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE
NEW MEXICO		Orrville	216	TEXAS		Berlin	414
all points	505	Port Clinton	419	Austin	512	Big Bend	414
NEW YORK		Salem	216	Brownsville	512	Black Creek	414
Batavia	716	Sandusky	419	Corpus Christi	512	Black Earth	608
Buffalo	716	Sidney	513	Dallas	214	Bloomer	715
Gowanda	716	Springfield	513	Fort Worth	817	Blue River	608
Irvington	914	Toledo	419	Galveston	713	Boscobel	608
Lancaster	716	Urbana	513	Houston	713	Boulder Jct	715
Lockport	716	Vermilion	216	Marshall	214	Brantwood	715
New York City	212	Versailles	513	Sherman	214	Brillion	414
Niagara Falls	716	Warren	216	Tyler	214	Brodhead	608
Rochester	716	Willoughby	216	Waxahachie	214	Bruce	715
Tonawanda	716	Youngstown	216			Brussels	414
White Plains	914	Zanesville	614	UTAH		Burlington	414
Yonkers	914			all points	801	Burnett	414
NORTH CAROLINA		OKLAHOMA				Cameron	715
Charlotte	704	Muskogee	918	VERMONT		Camp Douglas	608
Jacksonville	919	Oklahoma City	405	all points	802	Casco	414
Raleigh	919	Stillwater	405	VIRGINIA		Cassville	608
Winston-Salem	919	Tulsa	918	all points	703	Cedar Grove	414
NORTH DAKOTA		OREGON				Chetek	715
all points	701	all points	503	WASHINGTON		Chilton	414
OHIO		PENNSYLVANIA		Aberdeen	206	Chippewa Falls	715
Akron	216	Ardmore	215	Bellingham	206	Clear Lake	715
Ashtabula	216	Bethlehem	215	Bremerton	206	Clinton	608
Athens	614	Doylestown	215	Everett	206	Clintonville	715
Bedford	216	Easton	215	Longview	206	Coleman	414
Blue Ash	513	Indiana	412	Olympia	206	Colfax	715
Canton	216	Lansdale	215	Seattle	206	Coloma	715
Chillicothe	614	Latrobe	412	Spokane	509	Columbus	414
Cincinnati	513	McKeesport	412	Tacoma	206	Coon Valley	608
Cleveland	216	New Castle	412	Vancouver	206	Cornell	715
Columbiana	216	New Kensington	412	WEST VIRGINIA		Cottage Grove	608
Columbus	614	Norristown	215	all points	304	Crandon	715
Dayton	513	Philadelphia	215	WISCONSIN		Crivitz	715
East Liverpool	216	Pittsburgh	412	Abrams	414	Cross Plains	608
Elyria	216	Pottstown	215	Adams	608	Cuba City	608
Fostoria	419	Reading	215	Algoma	414	Cumberland	715
Fremont	419	Rochester	412	Almond	715	Dairyland	715
Girard	216	Scranton	717	Amery	715	Danbury	715
Hamilton	513	Washington	412	Amherst	715	Darlington	608
Hudson	216	Wilkes-Barre	717	Antigo	715	De Forest	608
Kent	216			Appleton	414	Delafield	414
Lancaster	614	RHODE ISLAND		Ashland	715	Delavan	414
Lima	419	all points	401	Auburndale	715	Denmark	414
Lorain	216	SOUTH CAROLINA		Augusta	715	De Pere	414
Madison	216	all points	803	Avoca	608	Dickeyville	608
Mansfield	419	SOUTH DAKOTA		Baldwin	715	Dodgeville	608
Marietta	614	all points	605	Baraboo	608	Dorchester	715
Marion	614	TENNESSEE		Barron	715	Dousman	414
Maumee	419	Chattanooga	615	Bear Creek	715	Downsville	715
Middletown	513	Memphis	901	Beaver Dam	414	Dresser	715
Montpelier	419	Nashville	615	Beetown	608	Durand	715
Mt. Washington	513	Oak Ridge	615	Belmont	608	Eagle	414
Newark	614			Beloit	608	Eau Claire	715
Norwalk	419			Benton	608	Eau Galle	715
						Elkhart Lake	414

(CONTINUED)

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LONG DISTANCE

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WISCONSIN (Cont'd)		Luxemburg	414	Peshtigo	715	Thorp	715
Elk Lake	715	Madison	608	Pewaukee	414	Tomahawk	715
Ellsworth	715	Manawa	414	Phillips	715	Trout Lake	715
Elmwood	715	Manitowoc	414	Pittsville	715	Turtle Lake	715
Elroy	608	Mapleton	414	Plainfield	715	Twin Lakes	414
Exeland	715	Marinette	715	Platteville	608	Two Rivers	414
Fall Creek	715	Marion	715	Port Edwards	715	Union Grove	414
Falun	715	Marshall	414	Port Washington	414	Valders	414
Fennimore	608	Marshfield	715	Portage	608	Verona	608
Fond du Lac	414	Marytown	414	Potosi	608	Viroqua	608
Footville	608	Mauston	608	Poynette	608	Vesper	715
Forest Junction	414	Mazomanie	608	Prescott	715	Walworth	414
Forestville	414	McFarland	608	Princeton	414	Waterford	414
Fort Atkinson	414	Medford	715	Pulaski	414	Waterloo	414
Frederic	715	Menasha	414	Racine	414	Watertown	414
Fremont	414	Menomonee Falls	414	Radisson	715	Waubeka	414
Gays Mills	608	Menomonie	715	Random Lake	414	Waukesha	414
Genoa City	414	Merrill	715	Readfield	414	Wauwaukee	608
Gillett	414	Middleton	608	Redgranite	414	Waupaca	715
Gilman	715	Mill Center	414	Reedsburg	608	Waupun	414
Gleason	715	Milltown	715	Reeseville	414	Wausau	715
Granton	715	Milton	608	Rhineland	715	Wautoma	414
Grantsburg	715	Milwaukee	414	Rib Lake	715	Webster	715
Green Bay	414	Mineral Point	608	Rice Lake	715	Westby	608
Green Lake	414	Minocqua	715	Richland Center	608	West Bend	414
Hancock	715	Minong	715	Richmond	608	Westfield	608
Hartford	414	Mishicot	414	Ripon	414	Weyauwega	414
Hartland	414	Mondovi	715	River Falls	715	Weyerhauser	715
Hazel Green	608	Monroe	608	Rosendale	414	Whitehall	715
Hilbert	414	Montello	414	St. Nazarianz	414	Whitewater	414
Hillsboro	608	Montfort	608	Sand Creek	715	Wild Rose	414
Horicon	414	Mosinee	715	Sarona	715	Williams Bay	414
Hortonville	414	Mt Hope	608	Saukville	414	Winneconne	414
Hudson	715	Mt Horeb	608	Scandinavia	715	Wisconsin Dells	608
Hurley	715	Mt Vernon	608	Schofield	715	Wis Rapids	715
Iola	715	Mukwonago	414	Shawano	715	Wonewoc	608
Iron River	715	Muskego	414	Sheboygan	414	Wrightstown	414
Janesville	608	Neenah	414	Sheboygan Falls	414	WYOMING	
Jefferson	414	Neillsville	715	Sheldon	715	all points	307
Johnson Creek	414	Nekoosa	715	Shell Lake	715	CANADA	
Junction City	715	Neshboro	414	Sherwood	414	Edmonton, Alta.	403
Juneau	414	New Auburn	715	Shullsburg	608	Goose Bay, Nfld.	709
Kaukauna	414	New Holstein	414	Siren	715	Montreal, Que.	514
Kenosha	414	New Lisbon	608	Soldiers Grove	608	Niagara Falls,	
Kewaskum	414	New London	414	Solon Springs	715	Ont.	416
Kiel	414	New Richmond	715	Somerset	715	Ottawa, Ont.	613
Krakow	414	Niagara	715	Spooner	715	Port Arthur, Ont.	807
Lac du Flambeau	715	Oconomowoc	414	Spring Lake	715	Quebec, Que.	418
La Crosse	608	Oconto	414	Spring Valley	715	Regina, Sask.	306
Lake Geneva	414	Oconto Falls	414	Stevens Point	715	Sault Ste. Marie,	
Lancaster	608	Ogdensburg	715	Stockbridge	414	Ont.	705
Land O'Lakes	715	Ogema	715	Stoughton	608	Toronto, Ont.	416
Larsen	414	Oregon	608	Sturgeon Bay	414	Vancouver, B.C.	604
LaValle	608	Osceola	715	Sullivan	414	Winnipeg, Man.	204
Lena	414	Oshkosh	414	Sun Prairie	608	MEXICO	
Lewis	715	Oxford	608	Superior	715	Mexicali	903
Livingston	608	Palmyra	414	Suring	414	Tijuana	903
Luck	715	Pardeeville	608	Sussex	414		

Long Distance Information: Dial "1" plus distant Area Code plus 555-1212. No charge.

Local Area Code: Dial "1" plus desired number.

BRUCE

Alphabetical Telephone Directory

ZIP CODE 54819

A

Ackerman Charles Jr	868-4745
Adams Arthur RFD 2	868-2308
Adams John L RFD 1	868-2430
Adams Lewis RFD 2	868-5132
Adams Manford E	868-4905
Adams Ray RFD 1	868-5773
Adrian Clyde	868-3905
Alstad Bjarne RFD 2 Ladysmith	868-2729
Altman Vern RFD 1	868-5285
Alvey Evelyn Mrs	868-2055
Alvey Sam RFD 1	868-2162
Alvey Selmer	868-4055
Amacoy Lake Motel RFD 2	868-2335
Amacoy Lake Resort RFD 2	868-2139
Amacoy Store RFD 2	868-2332
Amble Thomas Mrs	868-5443
American Breeders Service	868-4425
American Cancer Society	*868-2990
Ames H T Mrs RFD 2	868-5215
Anderson Bruce RFD 2	868-4687
Anderson Don RFD 2	868-4689
ANDERSON ERNEST trucker RFD 1	868-2323
Anderson Gary	868-2155
Anderson George RFD 1	868-5622
Anderson Harold RFD 2	868-4101
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Anderson Leonard RFD 1	868-5036
Anderson Raymond RFD 1	868-3865
Applebee Dean	868-3500
Aragon LeRoy RFD 2	868-4771
Arnold Lila Mrs	868-2393
Atkinson Bruce Mrs RFD 1	868-5581
Atwood John RFD 2	868-3872
Atwood Ronald RFD 2	868-2473
ATWOOD WELL DRILLING & REPAIRS RFD 2	868-3871
Austin Fred	*868-3445
Austin's Motor Court	868-3025
Awker Bud 40 and 8 Drive Inn	868-4525

B

Baarlle Robert RFD 2	868-3941
Babinsky Henry RFD 1 Ladysmith	868-5924
BADGER OIL CO	868-3445
Balin Charles Mrs RFD 3 New Auburn	868-4088
Barnes Charles E RFD 2	*868-2890
Barnes Dimension All Company RFD 2	868-2890
Barringer Larry RFD 1	868-2569
Barta Edward J RFD 2	868-5812
Bartley Henry	868-2683
Baxter Dan RFD 2 Ladysmith	868-5175
Beam Patty Mrs RFD 2	868-5755
Beaulieu Adelor Mrs RFD 2	868-4375
Beebe Donald RFD 2	868-5962
Beebe Mary Mrs RFD 2	868-4392
Beebe Roy RFD 2	868-3898
Behnke Albert RFD 1	868-4103
Behrendt Robert RFD 2	868-5945
Beilfuss Bert	868-3575
Benik Daniel RFD 2	868-5273
Benik Richard	868-3615
Benik Robert Bar	868-4495
Bennor Kenneth RFD 1	868-5621
Bennor Walter RFD 1	868-5015
Benson Amiel	868-2415
Benson Arthur RFD 1	868-3155
Benson Donald RFD 1	868-5771
Benson Esther Mrs RFD 1	868-5491
Bernard Gordon RFD 2	868-5482
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BILL'S SUPER SHELL STATION	868-3005
BIRCHWOOD RESORT RFD 2	868-5145
Blazek James RFD 1 Ladysmith	868-5742
Blazek Richard RFD 1	868-5662
Blix Clifford	868-2705
Blodgett Howard RFD 1	868-5571
Blodgett Lyle RFD 1	868-5832
BLUE HILLS CAFE	868-5505
Bocek Paul J RFD 1	*868-5725
Boehmer Malinda Mrs	868-3365
Bollman James RFD 2	868-5251
Bonek Beulah Mrs RFD 2	868-5703
Booher Carl Pastor	*868-3565
Booher Charles LeRoy RFD 1	868-5492
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Brainerd Harry RFD 2	868-4868
Brainerd Hazel Mrs RFD 2	868-4197
Brainerd Lyman RFD 1	868-5023
Braun Arthur J RFD 2	868-3331
Briggs James H RFD 1	868-3205
Briggs William	868-4225
Broad Ralph RFD 2	868-5103
Brockway Harvey RFD 2	868-3332
Brubeck John A RFD 2	868-2331
Bruce Auto Parts-Div Lowater Service	868-3185
BRUCE BLACKSMITH & MACHINE SHOP	
RFD 1	868-4175
BRUCE BOWLING CENTER	868-2495
Bruce Cafe	*868-5505
BRUCE CLOTHING STORE	868-2975
BRUCE ELECTRIC SHOP	868-2945
BRUCE HARDWARE	868-2045
Bruce Housing Authority	*868-3235
BRUCE LUMBER & SUPPLY	868-3115
BRUCE MANUFACTURING CO	868-3255
Or	868-4825
Bruce News-Letter	868-2195
Bruce Parksite Homes	*868-4731
If No Answer Call	*868-3235
BRUCE PLUMBING & HEATING	868-4415
Bruce Post Office	868-4215
Bruce Public Schools	868-2585
Garage	868-3435
BRUCE PUMP & TRENCHING RFD 2	868-5225
BRUCE STANDARD STATION	868-3175
BRUCE TELEPHONE CO	868-2995
Manager's Residence	868-4095
Bruce Texaco Station	868-3090
Bruce Theatre	868-3235
Bruce Village Hall	868-2185
Bryant Harry RFD 2	868-4613
Bryant Larry RFD 2	868-2304
Bryant Leslie RFD 2	868-2305
BUCHHOLZ FEED STORE	868-2735
Bud's Forty and Eight Drive Inn	*868-4525
Bullis Everett RFD 1	868-3737
Bundgaard Arne RFD 2	868-4647

Burlingham Harold Mrs RFD 2	868-4795
Burnap Joe RFD 1	868-5633
Burns Darwin RFD 2	868-5393
Burns Lillian Mrs RFD 1	868-3362
Burriss Bill RFD 2	*868-5325
Burt William Livestock Breeder RFD 2	868-4271
Bushor Wayne	868-2842
Button Carlyle RFD 1	868-4435
Button Lucille Mrs RFD 1	868-5311

C

Callies George Mrs	868-4221
Cameron Russell RFD 1	868-5312
Campbell H W Mrs	868-2885
Canaday Jess Mrs RFD 2	868-4301
Cancer Society—American	*868-2990
Cap Al RFD 2	868-4658
Carr John Jr RFD 1	868-2961
Carr John "Jack" Sr	868-2782
Carter Stanley	868-3775
Case Ernest Mrs RFD 2	868-2954
Case Lawrence RFD 2	868-2957
Catholic Rectory	*868-3475
Cayford Theodore RFD 2 Ladysmith	868-5792
Cerra Richard RFD 2	868-4611
Chafer William	868-4762
Chandler Irma Mrs RFD 2	868-5905
Christianson Audie L Jr RFD 1	868-3154
Christianson Donald RFD 1	868-3975
Christman Raphael	868-5525
Church of Christ Parsonage RFD 3 New Auburn	868-4142
Clairmont A L RFD 1	868-5713
Clark William RFD 2	868-4320
Clark Willis RFD 2	868-4330
Clausen Harold Mrs RFD 1	868-4003
Clausen Herman	868-3275
Clough Clarence RFD 2	868-5092
Coleman Wallace RFD 2	868-3045
Collins Arthur RFD 1	868-5155
Collins Howard RFD 2	868-2307
Compton Elvira Mrs RFD 2	868-4601
Compton Herbert RFD 2	868-5085
Conover Fred Mrs RFD 2	868-4720
Corderman Alvin RFD 2	868-3932
Cote William RFD 2	868-5705
Cross Harold Tavern RFD 1	*868-5854
Crotteau Thomas RFD 2	868-3885

D

Dahl Ronald Pastor	*868-4450
Dahlberg Isabella Mrs	868-2875
Daily Douglas RFD 1	868-5722
Daily John	868-3415
Daily Vacation Bible School at Imalone RFD 1	*868-5745
Dairyland State Bank	868-2175
Dale's Septic Tank Service & Bait Shop RFD 2	868-4855
Daniels Dean RFD 1	868-5721
Daniels Irvin RFD 1	868-2568
Daniels Otel Mrs RFD 1	868-3405
Dappen Glen RFD 2	868-3902
Dauer Carl	868-3693
Daufenbach Carl Mrs RFD 2	868-3890
David Alfred RFD 1	868-5775
Davis Harold R RFD 2	868-4862
Davis Lester Mrs RFD 2	868-4803
Dearhamer Chloe Mrs RFD 2	868-4395
Dearhamer Douglas RFD 1	868-3976

Dearhamer Lloyd RFD 2 Wyhr	868-5565
Dearhamer Ralph RFD 1	868-5882
Debner Ronald RFD 1	868-5483
DeNomme Mary Ann Mrs RFD 2	868-3901
Devine Daniel P RFD 1	868-5423
Dietlein W F RFD 3 New Auburn	868-2141
Dillivan Bernard RFD 1	868-5585
Dillivan Warren RFD 1	868-5583
Doke James	868-4505
Doorn Louis RFD 1	868-5035
Doorn Richard	868-3501
Doorn Robert RFD 1	868-3150
Drake Wesley RFD 2	868-4365
Draus John RFD 2	868-3486
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Dzaboff Lucille Mrs RFD 2 Ladysmith	868-4516

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Effertz Henry	868-5245
Effertz John RFD 2 Weyerhauser	868-4182
Effertz Matt RFD 2 Weyerhauser	868-4186
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Eke Berger RFD 2	868-3945
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Engel John J RFD 1 Ladysmith	868-5744
Ensenbach Lester Jr RFD 2	868-4252
Erdman Terry	868-2791
Erickson Ronald	*868-4102
Evenson Ralph	868-3633
Ewald Clayton RFD 2	868-3015
Ewald Kenneth	868-2385
Ewald Harold RFD 1	868-3671
Ewer Stanley RFD 2	868-5873

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Falch David	868-2205
Farm Bar The RFD 2	868-5057
Farmer's Store	868-2125
Fawley Earl RFD 2	868-2283
Federated Church Office & Parsonage	868-3565
Federle Joseph	868-4545
Fehd Edward	868-4075
Feller Arnold	868-2940
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Felton Trueman RFD 1	868-3611
Fetke Henry A Jr RFD 1	868-2564
Fetke Henry H Sr RFD 1	868-2560
Fetting David RFD 1	868-5573
Fetting Edward	868-4465
Fetting Manly RFD 1	868-5685
Fetting Robert RFD 2	*868-5061
Figura Enterprises	868-2615
Figura Michael RFD 2	868-4886
Figura Philip	868-5235
Figura William RFD 2	868-2476
FIRE CALLS	*868-2345
Fireside Lodge On Fireside Lake RFD 3 New Auburn	868-4085
Fletcher A C RFD 2	868-3335
Fletcher Dale RFD 2	868-3330
Fletcher Orville RFD 2	868-5253
Flint Dale	868-2395
Flohr Gust RFD 2	868-3523
Fossen Milo RFD 3 New Auburn	868-2577
Frank & Nell's Resort RFD 2	868-2338
Frank's Bait Shop RFD 1	868-5764
Frenzel George RFD 1	868-5152
Friendly Resort RFD 3 New Auburn	*868-2575
Frisinger Beryl Mrs RFD 1	868-2438

Frisinger Wallace RFD 1 868-2439
 Fryszak Frances Mrs RFD 2 868-4171
 Fuglsang John 868-2762
 Fufts Harold RFD 2 868-5082
 Funk Blanche Mrs RFD 2 868-4805

G

Gallati Boyd RFD 3 New Auburn 868-2143
GAMBLE STORE **868-2065**
 Gapinski Henry RFD 1 868-5733
 Gapinski Stanley RFD 1 868-5763
GARY'S TV SALES & SERVICE Box 86 **868-4555**
 Gauthier Henry RFD 3 New Auburn 868-4141
 Gavin Daniel E Jr 868-2391
 Gavin Genevieve Mrs RFD 2 868-4162
 Geisler Jacob RFD 2 868-4198
 Geraghty C E 868-2491
 Gerken Kurt Sr RFD 2 868-5911
 Getchel Clifton RFD 3 New Auburn 868-2140
 Giguera George RFD 2 868-5053
 Gillett Clair Mrs RFD 2 868-5361
 Ginzer Rose Mrs RFD 1 Ladysmith 868-5595
 Glotfelty Herman RFD 2 *868-5225
 Gochee Ed RFD 1 868-3995
 Goff Earl RFD 2 868-5135
 Goff Fred 868-3265
 Goff Herbert RFD 2 868-5102
 Goff James RFD 2 868-3665
 Goff Merton RFD 2 *868-5135
 Gohde Lewis RFD 2 868-4727
 Goin Gene RFD 1 868-5693
 Golding Theodore RFD 2 868-2309
 Gordon Ferguson Manufacturing Co 868-2605
 Gordon Herbert RFD 1 868-5661
 Gorski Jack RFD 2 868-4728
 Gough Richard RFD 1 868-2436
 Grabowski Joseph RFD 2 *868-5145
 Grace Bible Church 868-2761
 Granger Herschel RFD 2 868-5131
 Graves Floyd RFD 1 868-2431
 Graves Shirley Mrs RFD 1 868-3151
 Green Acres Resort RFD 3 New Auburn 868-2576
 Grensing Arthur RFD 1 868-3971
 Grensing Carl 868-5125
 Grieve Alvera Mrs RFD 2 868-5811
 Grinnell Marvin 868-5411
 Groff Melvin G RFD 2 868-2465
 Grubb Albert RFD 1 868-5151
 Gudis Charles RFD 2 868-5133
 Gudis Daniel RFD 1 868-2437
 Gudis James RFD 2 Ladysmith 868-5162
 Gudis John RFD 1 868-2324
 Gundt Everett RFD 2 868-2675
 Gunn Frank Mrs RFD 3 New Auburn 868-4086
 Guthman Allen RFD 2 868-2137

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Hagerty G A atty 868-2645
 Residence 868-2775
 Hajny Frank RFD 1 868-3957
 Hallum B C RFD 3 New Auburn 868-4084
 Hamilton Andrew RFD 2 868-4865
 Hampton Thomas RFD 2 868-3452
 Hansen N Y 868-2785
 Hansen Richard RFD 2 868-4685
HANSON BENNIE MONUMENTS & MARKERS **868-4785**
 Hanson Sheryl 868-5355
 Harris Larry RFD 1 868-5575
 Harris Martha Mrs RFD 2 868-2406
 Hart Jay RFD 1 868-5013
 Hartinger George RFD 2 868-5931

Harvey Allie Mrs 868-3195
 Harvey Bill 868-3845
 Harvey Carolyn Mrs RFD 1 868-2165
 Haskins Robert RFD 2 868-2303
 Hatch Arnold RFD 2 868-4122
 Haus Linda 868-4875
 Hause Lloyd 868-2262
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 Hawley Myron 868-2255
 Hayden Dale RFD 1 868-2551
 Hayden Lynn RFD 1 868-2163
 Hayden Olga Mrs RFD 2 868-2552
 Heath Sherman RFD 1 868-2432
 Hebel James W RFD 2 868-4125
 Hein Implement Co 868-2455
 Heintz James L RFD 2 868-5943
 Heintz Mike RFD 1 868-5032
HELMER IMPLEMENT CO RFD 1 **868-3305**
 Helmer John RFD 1 868-3300
 Hemphill Arnold 868-3145
 Hemphill Fay Radiator Service 868-3215
 Hemphill William Mrs RFD 2 868-2302
HENDRICKS BROS AUTO SALES **868-2095**
 Hendricks Chris 868-3465
 RFD 2 Pulaski Lake 868-5894
 Hendricks Leonard "Chick" 868-3495
 Hendron James RFD 2 868-5901
 Herman Earl RFD 2 868-3882
 Hess Elizabeth Mrs RFD 2 868-4616
 Hesselink Gerald RFD 2 868-5275
 Hilten Lester RFD 1 868-2433
 Hinaus Earl Mrs 868-3725
 Hinaus Owen 868-2746
 Hite Robert RFD 3 New Auburn *868-2576
 Hoeft Bernard RFD 1 868-5012
 Hoeft Edward RFD 1 868-5762
 Hoeft Frank RFD 1 868-5764
 Hoffelt Edmund RFD 1 868-4005
 Holberg Ed Mrs 868-3672
 Holm John RFD 2 Ladysmith 868-2723
 Holman Darrell 868-2382
 Holmes William RFD 2 868-2405
 Hopkins Leroy C RFD 2 868-5045
 Host Bernard RFD 2 868-4615
 House Gilbert 868-3771
 Housing Authority of the Village of Bruce
 Office of Executive Director 868-4731
 Residence of Executive Director *868-3235
 Hughes John W RFD 2 868-4123
 Huiras Paul RFD 2 868-2958
 Huntington Ed RFD 2 868-5912

I

Imalone Bible Church RFD 1 868-5745
 Imalone Tavern RFD 1 868-5854
INDIANHEAD INDUSTRIES INC RFD 2 **868-5605**
 If No Answer Call 868-5945
INDIANHEAD OIL CO **868-3285**
 Internal Revenue Service-Tax Information
 No Charge To Calling Party For
 Calls To This Number 800-452-9100
 Island Lake Church of Christ
 RFD 3 New Auburn *868-4142
ISLAND LAKE RESORT RFD 3 New Auburn **868-2571**
 Iverson Genevieve Mrs RFD 2 868-2845
 Iverson William RFD 2 868-3135

J

Jackson Thomas RFD 2 *868-4272
 Jacobson Edward M Dr optometrist
 Office 10 N Main Rice Lake 715-234-3113
 Jacobson Louis RFD 2 Ladysmith 868-5172

Jaenke Arthur & Otto RFD 2	868-5951	Kramer Charles RFD 3 New Auburn	868-2480
Jafolla Dorothy Mrs RFD 2	868-5952	Kramer Harold RFD 3 New Auburn	868-2487
James Clell RFD 2	868-4143	Kramer Raymond RFD 2	868-3931
James Smith RFD 2	868-4867	Kramer Robert RFD 2	868-2355
Jankowski Stanley Mrs RFD 3 New Auburn	*868-2480	Kramer Vernon RFD 3 New Auburn	868-2488
Janoszek Joe RFD 2	868-3453	Krebs Rudolph Mrs RFD 1	868-2164
Janoszek Larry RFD 2	868-3451	Kuehn Marvin RFD 3 New Auburn	868-2147
Janowski George RFD 2	868-4275		
Jenkins Ralph D	868-3345		
Jenness Allen RFD 2	868-5295		
Jenness Kenneth RFD 2	868-5291		
Jenness Allen Standard Service Station	*868-3175		
Jerry's Log Bar	868-4635		
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Or	868-2519		
Johnson Albert C RFD 2	868-2412		
Johnson Barrie W RFD 1	868-5671		
Johnson Forest RFD 2 Weyerhaeuser	868-5835		
Johnson Helen & Ruth RFD 2	868-5972		
Johnson James RFD 1	868-2920		
Johnson Janet	868-2871		
Johnson John Alfred RFD 2 Ladysmith	868-2725		
Johnson Lynn RFD 2	868-2300		
Johnson Michael RFD 2 Wyhr	868-4181		
Johnson Oscar trucker	868-2925		
Johnson Robert RFD 3 New Auburn	868-2483		
Johnson Vernon RFD 1	868-3972		
Jones Ronald RFD 2	868-4250		
Jones Sarah RFD 1	868-5313		
Joyner Allen RFD 1	868-3735		
Joyner Duane RFD 2	868-5083		
Joyner Elmer RFD 1	868-5711		
Joyner Michael RFD 1	868-3153		
Justus John RFD 2	868-4643		

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Kaiser Dewey	868-3391
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Keith Edgar RFD 2	868-2673
Keith John RFD 2	868-2306
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Insurance	*868-3545
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Kelley Jack	868-3525
Kernwein Al RFD 2	868-3942
Kinnear Earl RFD 2	868-4646
Kisling Allen	868-3361
Kisling Clara Mrs	868-3261
Klarkowski Ambrose	868-2913
Klein Maurice RFD 1	868-3325
Klund Harlow RFD 2	868-5971
Kohler Leslie RFD 1	868-3781
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Kolzow Arnold RFD 3 New Auburn	868-2575
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Kosnak Si RFD 2	868-5098
Kostick Alois	868-4595
Kovacevich John	868-3715
Kovacevich Nick RFD 2	868-5043
Kozel's Fireside Lodge RFD 3 New Auburn	*868-4085
Kozel's Fireside Tree Farm RFD 3 New Auburn	868-4087
Kraeuche George RFD 1	868-5665
Krahenbuhl Lina	868-4811
Kraft Shop RFD 3 New Auburn	868-4148

L

LaBlonde E C RFD 2	868-3943
LaBrie Adolph RFD 2	868-5062
La Buda Albin RFD 2	868-5933
LADYSMITH FLOWER SHOP & GREENHOUSE 909 1st S. Ladysmith	532-6070
(Long Distance Charge Applies)	
If No Answer Call Ladysmith	532-3062
(Long Distance Charge Applies)	
Lahr Duane RFD 1	868-5715
LAKE SUPERIOR DISTRICT POWER COMPANY Business Office Ladysmith	532-6226
After Office Hours Call	322-4636
(Long Distance Charge Applies)	
Thornapple Plant RFD 1	868-5871
Lamb Gary	868-2784
Lambert Dale RFD 2	*868-4855
Lambert Emiline Mrs	868-2251
Lamoureux Duane	868-2263
Lancaster J L Col RFD 2 Ladysmith	868-3896
Langhoff Del RFD 1	*868-3581
Larson Minnie Mrs RFD 1	868-5841
Laszewski Henry RFD 3 New Auburn	868-2573
Lawson John RFD 2 Weyerhaeuser	868-5833
Leaf Willard RFD 2	868-3338
Leatherman Irvin RFD 2 Weyerhaeuser	868-3951
Leatherman Walter ins	868-3225
Le Blond Clara S Mrs RFD 2	868-4300
Lehman LaVerne RFD 2	868-4405
Lemke Timothy RFD 2	868-2470
Leon's Texaco	868-3125
Lepley Lynn Mrs RFD 1	868-5031
Lepley Robert	868-2825
Letson Nannette	868-5642
Levius Laszlo	868-5385
Liazuk Dean	868-3815
Lincoln Vernon RFD 1	868-5623
Lindau David	868-3075
Lindgren Carla Mrs RFD 2	868-5056
Lockwood DeWitt W RFD 3 New Auburn	*868-4148
Lone Pine Lodge RFD 2	868-5255
Long Elmer	868-4563
Loomis Gary RFD 2	*868-5995
Loomis Seth RFD 1 Ladysmith	868-5853
Lorenz W F RFD 2	868-3881
Loux Henry Mrs	868-2873
Lowater Service	868-3185
Lowery Doyle RFD 3 New Auburn	868-4145
Lowman Della Mrs RFD 2	868-4355
Lundgren Axel RFD 1	868-5021
Lundgren Carrie Mrs RFD 2	868-4341
Luscher Vilas H RFD 3 New Auburn	868-2148
Lysdahl F W RFD 2	868-4255
Lysdahl Kenneth RFD 1	868-5044

M

MacArthur Hotel	868-2625
MacArthur Julia Mrs RFD 1	868-3159
MacArthur Lyall RFD 1	*868-3961
Maday Theodore RFD 1 Ladysmith	868-5855
MADDOCKS' DRUG STORE	868-2805
Maddocks Gary TV Sales & Service Box 86	868-4555

Maddocks Raymond	868-3681
Madison Jerry M RFD 2	868-5975
Mahoney Basil farm eqpmnt RFD 2	868-3935
Malaise Clayton	868-4035
Malaise MacGregor	868-4971
Malaise Richard RFD 1	868-3992
Manderfeld Ed RFD 2	868-5101
Manley Howard H RFD 2 Weyerhauser	868-5562
MANOSKY DAVID J tel co mgr ofc	868-2995
Residence	868-4095
Mansky James RFD 2	868-3930
Mansky Roman RFD 1	868-3157
Marian Nursing Home	
RFD 1 Box 8 Radisson	945-2204
Marsh Percy RFD 2	868-5095
Martin Gerald M	868-5543
Martin LeVerne RFD 2	868-4404
Martindale Donald RFD 2	868-2281
Martindale Harold RFD 2	868-4885
Martindale Robert RFD 2	868-5091
Martindale Terry RFD 2	868-4881
Martindale Walter Mrs	868-2441
Mattison Glenn Mrs RFD 1	868-5842
Mattison Lew RFD 1	868-5725
Mattison Richard RFD 1	868-3973
Mayer Neil RFD 1	868-5885
Mayou Carl RFD 2 Ladysmith	868-2722
McCann Allen RFD 1	868-3861
McClimans Leona Mrs	868-2852
McCracken Harold Mrs RFD 3 New Auburn	868-2485
McCracken Sam RFD 3 New Auburn	868-2142
McCrackin Ernest RFD 3 New Auburn	*868-2571
McDonald's Cafe Hwy 8 W	868-9245
McDougall William B	868-3533
McEathron Donald RFD 2	868-4191
McELRAVY-GEIER FUNERAL HOME INC	
120 Fritz av E	Ladysmith 532-3744
(Long Distance Charge Applies)	
McGinnis Chester RFD 1	868-2562
McHugh York RFD 2	868-4278
McIntyre Earl J RFD 2 Ladysmith	868-5173
McLean John RFD 2	868-4345
Mead Ben	868-2811
Mead Earl RFD 1	868-2325
Meier Edward RFD 2	868-4251
Meisegeier David RFD 2	868-4299
Meisegeier Edward Dairy Products RFD 2	868-4645
Meisegeier Gary RFD 2	868-5265
Mellon George A RFD 2	868-3934
Melody Bar	868-4065
Meredyk William RFD 2	868-2951
Mielke Robert RFD 1	868-3673
Mikes' Island Lake Tavern & Store	
RFD 3 New Auburn	*868-2570
Mikunda John	868-3855
Mikunda Thomas ins RFD 1	868-5511
Miles Stephen J RFD 2	868-5892
Miller John	868-4135
Milutinovich Milo	868-3515
MINCOFF MEAT MARKET Conrath	532-5063
Miniatt E L Jr RFD 1	868-5692
MIRR FUNERAL HOME	868-4155
If No Answer Call	868-5792
Mirr Ralph Children's Telephone	868-4675
Mitchell Allen RFD 1	*868-5745
Mizener Elzie RFD 1	868-3795
Moberg William Leonard Mrs	868-4245
Moon Howard	868-5195
Moon Lowell R	868-4845
Moon Milo F RFD 2 Weyerhauser	868-4187
Moon Nyle	868-3055
MOON OIL COMPANY	868-3095
After Business Hours Call	868-5195
Mooney John T RFD 2	868-4126

Moon's Texaco Service	*868-3095
Moore Clifford trucker	868-4045
Moore Stanley R Jr RFD 1	868-3733
Moore Stanley Sr RFD 1	868-2556
Mortensen Carl RFD 2	868-3483
Morton Glenn A	868-4231
Moser Orval	868-2843

N

Nachtwey W J Mrs RFD 1	868-5075
Nancy's Boutique Salon RFD 2	868-5995
Nathaniel Lutheran Church	868-4455
Parsonage	868-4450
Neilsen Robert E RFD 1	868-5681
Neisler George RFD 2	868-4883
Nelson Bruce RFD 2	868-5401
Nelson Elmer RFD 1	868-5844
Nelson Gilbert RFD 2 Ladysmith	868-4512
Nelson Henry RFD 2	868-5433
Nelson Larry RFD 1	*868-3104
Nelson Mary Mrs	868-2862
Nelson Morris Mrs RFD 2 Ladysmith	868-4515
Nelson Ray RFD 2	868-4860
Nelson Russell Mrs	868-4755
Nelson Wayne RFD 2	868-2132
Neslund Nels RFD 2	*868-5944
Nette Gertrude Mrs RFD 2	868-5951
Nichols Daniel R RFD 1	868-5611
Nielsen Charles RFD 1 Ladysmith	868-5922
Nielsen Philip RFD 1 Ladysmith	868-5921
Nielsen Viggo Mrs RFD 2	868-5942
Nolier John	868-2411
Norrish Frank & Nell's Resort RFD 2	*868-2338
North Star Dairy	868-2295
Northwest Mink Ranches Inc RFD 1	868-3581
NORTHWESTERN LOAN CORP	
Loan Office	868-3385
General Office	868-4625
Novak Randy RFD 2 Ladysmith	868-5171
Novak Ray	868-3691
Nyquist Andy RFD 2	868-5944

O

O'Brien James RFD 1	868-5612
Olesiak Walter RFD 1	868-5801
Oleson Grace Mrs	868-3263
Oleson Orville RFD 2	868-5964
Olson David	868-4585
Olson Freebert RFD 1	868-2435
Olson Ingvold Robert RFD 1	868-3158
Olson Mabel E Mrs	868-3521
Olson Quentin RFD 2	868-3974
Ottum Duane RFD 2	868-2905
Overdier Edgar D RFD 2 Ladysmith	868-5161

P

Paddock Lawrence "Jack" RFD 1	868-3978
Parksite Homes	*868-4731
If No Answer Call	*868-3235
Parkview Mobile Home Court In Bruce	
RFD 2	868-5325
Peavey Harold RFD 2	868-5913
Peck Alvin	868-2795
Pederson Roy Mrs RFD 2	868-4866
Petz Peter RFD 1	868-5041
Perkovich Michael RFD 2	868-4321
Perlongo Joseph RFD 2	868-2335
Perry Arlene Mrs RFD 1	868-5022

PETER PAN CLEANERS	868-3355	Scheel Carl RFD 1 Ladysmith	868-5593
Peters Ralph	868-4025	Schiessl Adam RFD 2	868-2285
Petersen Ray	868-2595	Schillinger Ernest RFD 2	868-4401
Petersen Roy	868-4502	Schloe Linda Mrs RFD 2	868-3875
Peterson David E	868-4895	Schmidt William	868-3675
Peterson Elmer (Bertha) Mrs	868-3821	Schmitz Henry RFD 1	868-5033
Peterson Glenn RFD 1	868-5732	Schneidewent Juna RFD 2	868-4610
Peterson Henry J RFD 2 Ladysmith	868-2724	Schott Alex RFD 1	868-5781
Peterson Leland RFD 2	868-3085	Schott Richard RFD 1	868-5782
Peterson W J	868-4105	Schroeder Alfred RFD 2	868-2301
Peterson William RFD 2 Ladysmith	868-2275	Schroeder Irvin	868-2935
Pfefferle Ray Mrs RFD 2 Ladysmith	868-3892	Schultz E H dentist RFD 1	868-2985
Phillips Robert RFD 2	868-5050	Schultz Elizabeth	868-4285
Pine Grove Tavern RFD 2	868-5065	Schultz Robert	868-2665
Pinnow Bernard RFD 2	868-5813	Schwartz Frank J RFD 2	868-5893
Pinnow Kenneth RFD 2	868-5814	Schweigert Gerald RFD 2	868-4121
Pinnow Ronald RFD 2	868-5292	Scoles Jack Mrs RFD 1	868-5025
Pintelon Robert E	868-3705	Scoles Vincent RFD 1	868-3993
Plaszcz Frank RFD 2	868-3485	Sealander Edward RFD 2	868-5105
POLICE	*868-4518	Selinske Edward	868-4205
If No Answer Call	868-2185	Serley Ida	868-4995
Post Office	*868-4215	Shearman Gladys RFD 1	868-5625
Potter Lee H	868-3632	Sheffield James RFD 2	868-4729
Powell James M RFD 2	868-5142	Sheffield Richard RFD 2	868-2672
Powell Roy RFD 2	868-5505	Shimko Arthur Bill RFD 1	868-5784
Powers Duane RFD 2	868-5205	Shimko Martin RFD 2	*868-5871
Powers Ed F RFD 3 New Auburn	868-4081	Shock Zoe Mrs RFD 2	868-2671
Powers James RFD 2	868-4146	Shydowski Tony RFD 2	868-3933
Ptacek Frank RFD 2	868-4128	Sieck Amanda Mrs RFD 2	868-4310
		Sieck Jens	868-5475
		Siegerdt Robert RFD 2	868-4726
		Siglin Jack	868-3825
		Sillman Richard RFD 1	868-2566
		Silvernail Raymond RFD 3 New Auburn	868-4140
		Simpson Earl	868-3915
		Simpson William	868-3635
		Siverling Gerald	868-2863
		Skar S E	868-4835
		Skogen Eldon	868-3755
		Slater Guy Mrs	868-2763
		Sleider Vincent RFD 1	868-5663
		Slesar E J RFD 2	868-5961
		Smathers Thelma RFD 1 Ladysmith	868-5741
		Smith David RFD 1	868-3745
		Smith Hugh RFD 2	868-4612
		Smith John E RFD 1	868-2519
		Sobkoviak Joseph Mrs	868-2881
		Soo Line Depot	868-2085
		Soo Line RR Worden av W Ladysmith	
		Dial "Operator" and ask for	Enterprise 1957
		Sorensen Arlen RFD 1	868-3991
		Sorensen Hans C	868-2682
		Sorensen Maurice RFD 2	868-2408
		Sorensen Rose Mrs	868-2872
		Sorensen Blanche Mrs RFD 2	868-4382
		Sorensen Bud	868-3634
		Spears Ernest	868-3835
		Spoolhoff Rense Mrs	868-3262
		Spoolhoof Case	868-2932
		Srnek James RFD 2	868-4861
		Stahl Caroline Mrs RFD 3 New Auburn	868-2578
		Stahmann L E Mrs	868-2105
		STANDARD OIL CO	*868-2750
		Staneek James RFD 2 Weyerhauser	868-4183
		Stang Thomas RFD 2	868-5375
		Stanley Neil RFD 2	868-5965
		Stapleton Cecil RFD 2	868-2956
		Stefczak Edmund RFD 2	868-2138
		STEFFEK MIKE TAVERN & STORE	
		RFD 3 New Auburn	868-2570
		STEBBERGERS SUNNY SLOPE RESORT RFD 2	868-2134
		Steindorf Rose Mrs RFD 1	868-2402
		STERLING AGENCY insurance	868-3545

Q

Quade Donald RFD 1	868-5495
Quinn Albert	868-4965
Quinn Larry RFD 2	868-3280

R

Rabus Walter RFD 2	868-5955
Radka Walter J RFD 1 Ladysmith	868-5592
Raduege W E Dr phys & surg ofc	*868-2425
Res RFD 1 Flambeau Av Ladysmith	532-6718
Ramsey John W Mrs	868-2855
Rasmussen Lyle RFD 1	868-5315
Rayment C M RFD 2	868-5141
Raymer Russell K RFD 2	868-5465
RAY'S FAIRWAY STORE	868-2075
Reichel Andy RFD 1	868-5735
Reichel Clayton RFD 1	868-5822
Reichel George RFD 1	868-5825
Reichel Henry RFD 1	868-5731
Reichel Mary Mrs RFD 2	868-4362
Rethwisch Harold	868-4663
Richardson Mark RFD 2	868-4403
RIVERSIDE ELECTRIC COMPANY RFD 2	868-3451
Robinson Charles RFD 1 Ladysmith	868-5591
Robinson Jerome RFD 1 Ladysmith	868-5923
Ronkowski Erich	868-3065
Rosolowski Thomas J RFD 2	868-5063
Rucker Earl RFD 2	868-5875
Ruff E F RFD 2	868-3454
Ruff Frank	868-2685
Rundall Paul Fireside Lodge	
RFD 3 New Auburn	*868-4085
Rurup Francis RFD 2	868-5051
Russell George	868-2931
Ryall Arthur RFD 1	868-5675

S

St John Norma Mrs	868-3315
St Louis Maurice Mrs	868-2865
St Mary's Catholic Church	868-3475
Sanderson's Thomas Resale Shop	868-5865
Sauer Donald Mrs	868-3295

Stevens Bros Truck & Shovel Service RFD 2	868-3371
Or	*868-2130
Stevens David RFD 2	868-4276
Stevens Harold RFD 2	868-5052
Stevens Herbert RFD 2	868-5093
Stevens Max RFD 1	*868-3371
Stevens Woodrow RFD 2	868-2130
Stewart Thomas Richard RFD 2	*868-2336
Stigen Bergina Mrs RFD 2	868-4315
Stoll Fred Sr RFD 3 New Auburn	868-4080
Stone Herbert RFD 2	868-3937
Stratton Harold RFD 3 New Auburn	868-2572
Stromberg Raymond RFD 1	868-3970
STROUT REALTY RFD 2	868-2365
Sutton Vern C	868-2013
Svoma James E	868-2933
Svoma James P RFD 1	868-5072
Swada Michael RFD 2 Weyerhauser	868-4188
Swaney John RFD 2 Weyerhauser	868-4185
Swanson Carl Mrs	868-5532
Swanson Melvin	868-3425
Swanson P C RFD 2	868-2135
Sweet Edna Mrs RFD 2 Ladysmith	*868-3892
Sypien Robert RFD 1	868-5712
Szafraniec Joseph RFD 3 New Auburn	868-4082
Szura Stanley RFD 3 New Auburn	868-4147

T

Tall Pines Trailer Court RFD 2	868-5061
Tangen Charles RFD 2	868-4270
Tatro Dorothea Mrs	868-2715
Tatro Guy C	868-2861
Tatro Merwyn	868-4212
Taylor Bernard W Mrs RFD 2 Ladysmith	868-2279
Taylor Larry	868-4165
Taylor Roger RFD 2	868-4882
Taylor Wayne LeRoy RFD 2	868-4642
Templeton L W RFD 1	868-3156
Texaco Bulk Oil Company	*868-3095
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Thaler Calvin RFD 1	868-5802
Thaler Robert RFD 1	868-5011
Thoms Gordon & Marie RFD 3 New Auburn	868-2481
Thurber Kenneth RFD 1	868-5783
Tiegs Florence Mrs RFD 1	868-2965
Tiegs Otto RFD 1	868-5723

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RFD 2	868-4265
Toepfer Louis	868-4410
Tomasovich Louis RFD 2 Ladysmith	868-2727
Tomczak George C RFD 2	868-2952
Toutant George RFD 2	868-5983
Towers Caryl Todd	868-2035
Towers Claire B	868-2755
Towers Gilbert RFD 1	868-3863
Towers Roland	868-2750
Traczyk Martha Mrs RFD 2	868-4273
Trebian Arthur Mrs	868-4565
Trefz Sam	868-2765
Triplett Archie RFD 1	868-5683
Triplett Ralph RFD 1	868-5682
Trott Byron RFD 2 Ladysmith	868-2721
Trott Richard RFD 2 Ladysmith	868-2720
TUPPERWARE HOME PARTIES	
1330 Menomonie Eau Claire	832-1910
(Long Distance Charge Applies)	

U

Urmanski Frank RFD 2	868-5081
Utter Donald	868-4102

V

Valiquette Victor A Mrs	868-2695
Van Soelen John RFD 2	868-2950
Van Soelen Ora Mrs RFD 2	868-4815
Vander Ark Corwin RFD 2	868-5143
Vander Loop Paul RFD 2	868-3487
Vierck Jack	868-3655
Vierck's Jack Body Shop	868-3625
Village Hall	*868-2185
Villager The	868-3555
Voss Louis RFD 2	868-2404
Votruba Joe Wagon Wheel Tavern RFD 1	*868-5851
Vought Frank RFD 1	868-5582
Vreeland Boyd RFD 1	868-5772
Vreeland Frank RFD 1	868-4482
Vreeland L E RFD 1	868-2565
Vreeland Leon	868-2915
Vreeland Wayne RFD 1	868-2561

W

Wagon Wheel at Imalone RFD 1	868-5851
Waite Joe	868-2882
Waite Lloyd	868-2912
Walker C V	868-2545
Walker William RFD 2	868-4272
Wallace Edna Mrs RFD 1	868-4712
Walters Darrell RFD 1	868-5881
Weiber Freeman RFD 2	868-4653
Weinberg Earl RFD 2	868-5252
Weinert Conrad Jr RFD 2 Weyerhauser	868-4180
Weinert Erich RFD 2	868-2401
Weinert Walter RFD 1	868-5803
Weinert Karsten RFD 1	868-3977
Weinert Konrad RFD 1	868-3979
Weld Clifton Mrs RFD 2	868-2558
Weld Warren Mrs RFD 2	868-4790
Wesolowski Ted RFD 2	868-5934
WESTER BLAIR livestock RFD 1	868-3801
Wester Clair RFD 2	868-5953
Wester Gerald RFD 1	868-5071
Wester Ronald RFD 1	868-3953
Westfall John RFD 2	868-5185
Westlund Kenneth RFD 1	868-4475
Wetterling Raymond RFD 2 Ladysmith	868-5163
Whalen M L Dr physician ofc	*868-2425
Residence	868-2421
WHALEN & RADUEGE DRS SC phys & surg	868-2425
White Archie RFD 2 Ladysmith	868-3897
White Virgil RFD 1	868-2261
Wichman Henry RFD 2	868-4385
Wicks William Pastor RFD 2	868-2475
Wierzb Mike RFD 2	868-3482
Wilber Robert	868-4535
Wilder Daisy Mrs RFD 2	868-4192
Wilder Lawrence RFD 2	868-4196
Williams Donald RFD 2	868-3337
Willingham David A RFD 3 New Auburn	868-4142
Willoughby Leweldon RFD 1	868-5572
Wilson Darrell RFD 2	868-4195
Wilson L E RFD 2 Ladysmith	868-2277
Wilson Milton RFD 2	868-4617
Wilson Minnie Mrs	868-4705
Wilson Vern RFD 2	868-4350
Wine Kenneth RFD 2	868-2953
Winter Haven Resort RFD 2	868-5985
Wisconsin Gas Company	
103 Worden Av W Ladysmith	
Dial Operator and Ask For	Enterprise 1938
(No Toll Charge On Enterprise Calls)	
Wisherd Ivan RFD 2	868-4681
Witzany John RFD 2	868-2413

Wojcik Ellen Mrs RFD 2.....	868-5272
Wonderspot Resort The RFD 2	868-2336
Wood Bernard RFD 3 New Auburn	868-2145
Woodmansee George	868-3165
Woodmansee Herbert Mrs	868-2315
Woodmansee Lewis RFD 2.....	868-4656
Woodmansee Robert	868-2655
Woodmansee Roderick	868-3245
Worrall Donald E Mrs RFD 1.....	868-5483
Wright Darrell RFD 1.....	868-4004
Wulf John L	868-5332

Y

Young Nora Mrs	868-4021
Young Shirley Mrs RFD 2.....	868-5271
Yuker Lewis RFD 2.....	868-3876
Yuker William RFD 2.....	868-3873

Zebro Albert Mrs	868-3035
Zebro Robert RFD 1.....	868-3862
Zehner Byron RFD 2.....	868-2781
Zehner Fred RFD 2.....	868-5345
Zehner Howard	868-3695
ZEHNER RAY rl est RFD 2.....	*868-2365
Res RFD 2.....	868-2360
Zelm Arnold RFD 2 Ladysmith	868-4518
Zeman Norman RFD 2.....	868-4510
Zielke Henry	868-2442
Zielke Robert	868-3230
Zeitzi Ervin RFD 1.....	868-5821
Zimmerman Andrew	868-2783
Zimmerman Helen Mrs RFD 3 New Auburn	868-2146
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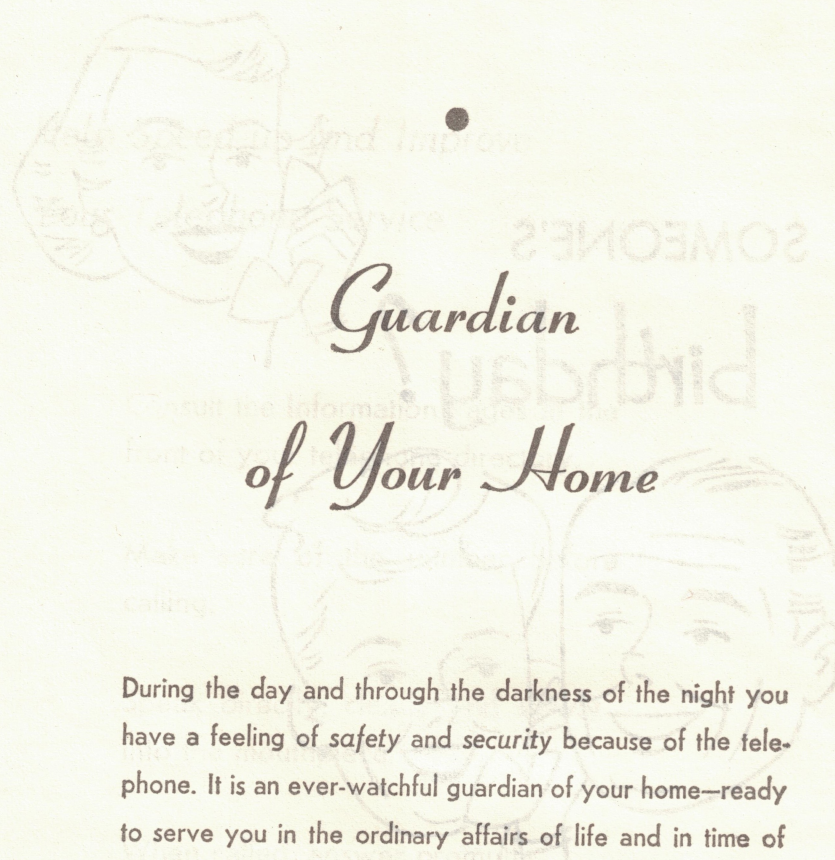


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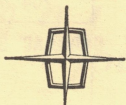
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KEEP YOUR CAR
ON THE GO WITH
CHEVROLET PARTS
AND FACTORY-
AUTHORIZED
SERVICE



"CALL"

LADYSMITH
Bill Stearns Chevrolet-Oldsmobile Inc
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Automobile Towing Service

see Towing—Automotive

Bait—Live

see Fishing Bait

Bakers—Retail

LADYSMITH BAKERY INC

CAKES OUR SPECIALTY
TRY OUR HOMEMADE BREAD
BAKERY OF ALL KINDS

112 W 2 N Ladysmith.....532-6181

No need to waste time and shoe leather looking for the place you want when it's conveniently listed in the Yellow Pages.

Buy the Easy Way—Use The Classified

Banks

Dairyland State Bank 868-2175
PIONEER NATIONAL BANK
 200 Miner av W Ladysmith 532-5551
SECURITY STATE BANK
 100 Miner av E Ladysmith..... 532-5521

Beauty Salons

ARDY'S BEAUTY SALON
 Hwy 8 213 Lake av W..... Ladysmith 532-5462
DORIS ANN BEAUTY SALON
 Specialist In Permanent Waves & Hair
 Cutting - Wigs & Hair Pieces
 Open Thursday Evenings
 121 E Lake Ladysmith..... 532-5144

NANCY'S BOUTIQUE SALON
COMPLETE BEAUTY SERVICE
 Hours: 9:00 - 5:00
 Thur.: 9:00 - 9:00
 Sat.: All Day
 Closed Monday
 South on "E" From Bruce
 RFD 2 Bruce..... 868-5995

NU MODE BEAUTY SALON
 114 W 2nd N Ladysmith 532-3771

Blacksmiths

Bruce Blacksmith & Machine Shop
 RFD 1 868-4175

Blades—Saws

see Saws

Bottled Gas

see Gas—Liquefied Petroleum—Bottled & Bulk

Bowling

Bruce Bowling Center 868-2495
 (See Advertisement This Classification)

Brake Service

Bruce Standard Station 868-3175

Building Contractors

INDIANHEAD INDUSTRIES INC
*Builders Of Vacation Property
 & Resorts*
 General Contractors
 Residence & Commercial
 We Cover The Indianhead
 Country
 R 2 Bruce 868-5605

Building Materials

**WALTERS BUILDING
 SUPPLY** Radisson 945-2791

Cafes

see Restaurants

Carpet & Rug Dealers—New

INDIANHEAD CARPET CO Barron 537-3209
LARSON'S FLOOR COVERING
 117 W Lake av..... Ladysmith 532-3070
 (See Advertisement This Classification)

Castings—Machining

see Machine Shops

Chain Saws

see Saws

Chiropractors

FENANDER A V
 206 W 2nd N Ladysmith 532-6011
 Tues Thurs & Sat Call Holcombe 595-4440

Adding thousands of new telephones and associated equipment to keep pace with demands for service is a huge undertaking. Large sums must be spent—a great deal of work done.

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**BRUCE
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Open Bowling Every Afternoon
 "SHOW PLACE OF THE NORTHWEST"

CALL
868-2495

- Carroll & Rita Geraghty
- Open 1 P.M. to 1 A.M.
- On & Off Liquor Sales
- Live Entertainment

**LARSON'S
 FLOOR COVERING**

Complete Sales & Installation

- Carpets
- Drapes
- Linoleum
- Wallpaper



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Materials On Display In Our Showroom
 Over 25 Years Experience
 117 W. LAKE AV. LADYSMITH



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Helps family
 members handle
 busy schedules:

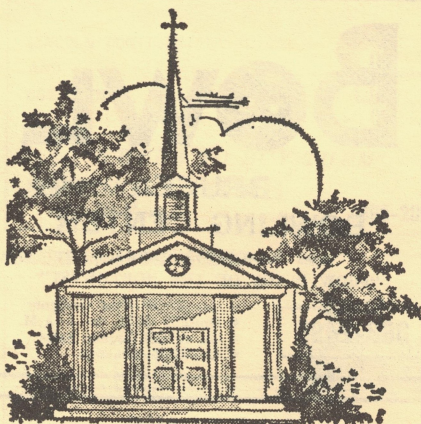
**your
 telephone.**

Churches

Church of Christ Parsonage	
RFD 3 New Auburn	868-4142
Federated Church	
Office & Parsonage	868-3565
Grace Bible Church	868-2761
Imalone Bible Church RFD 1	868-5745
Island Lake Church of Christ	
RFD 3 New Auburn	*868-4142
Nathaniel Lutheran Church	868-4455
Parsonage	868-4450
St Mary's Catholic Church	868-3475
Rectory	*868-3475

Cleaners

Peter Pan Cleaners	868-3355
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*Go to the Church
of your choice*

*Take Someone With You,
You'll Both Be Richer For It..*

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see Men's Clothing & Furnishings—Retail

Clothing—Women's

see Women's Apparel—Retail

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Concrete—Ready Mixed

LADYSMITH CONCRETE CO INC

READY MIXED CONCRETE

"Heated In Winter"

Washed and Graded

Sand and Gravels

Crushed Stone

Ladysmith 532-6001

Contact Lenses

see Optometrists—Doctors of Optometry (O.D.)

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PETERSON WILLIAM

DARI-KOOL

Authorized Sales & Service

BULK TANKS - MILKERS

RFD 2 Ladysmith Bruce..... 868-2275

Dairy Products—Whlse

Meisegeier Edward Dairy Products

RFD 2 868-4645

North Star Dairy 868-2295

Dead Animal Stock Removers

see Animal Carcass Removal; also Rendering
Companies

**Dentists—Doctors of Dental Surgery
(D.D.S.)**

Bergsbaken K O

213 W Miner av Ladysmith 532-6171

Boehmer Al W

109 Lake av W Ladysmith 532-5606

Gerken Kurt D

213 W Miner av Ladysmith 532-6171

Schultz E H RFD 1 868-2985

Depots

see Railroads

Directory Advertising

see Advertising—Directory & Guide

Doctors

see Physicians & Surgeons—Doctors of
Medicine (M.D.)

Drive-In Restaurants

see Restaurants

Drug Stores

see Pharmacies

Electric Companies

Lake Superior District Power Company

Business Office Ladysmith 532-6226

Electric Contractors

BRUCE ELECTRIC SHOP 868-2945
INDIANHEAD INDUSTRIES INC
 RFD 2 868-5605
 Duane Lahr Mgr 868-5715
 Riverside Electric Company RFD 2..... 868-3451
 (See Advertisement This Classification)

Electric Heating Contractors

see Heating Contractors

Electric Motors—Dealers & Repairing

Bruce Electric Shop 868-2945

Engines—Gasoline

**BRIGGS & STRATTON
GASOLINE ENGINES**

4 cycle, air cooled engines - 2 hp through 14 hp. Authorized Service Centers with factory-trained personnel, special tools and genuine replacement parts for dependable, courteous service.



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103 Worden av E Ladysmith..... 532-5574

Call by number and your long distance calls go through faster . . . often twice as fast.

Engines—Gasoline—(cont'd)

**TECUMSEH AIR-COOLED ENGINES
& POWER TRAIN COMPONENTS**

Precision Built Long Life Engines
 2-15 H. P. Since 1895
 Differentials, Transmissions,
 Transaxles, Hydrostatic Transmissions
 & Transaxles, Gear Drives
 • Factory Authorized Service
 • Genuine Parts • Trained Mechanics



"FOR SERVICE CALL"

REGISTERED SERVICE DEALER

Bruce Hardware 868-2045

Engines—Rebuilding & Exchanging

BRUCE AUTO PARTS-DIV LOWATER SERVICE

Bruce 868-3185

Excavating Contractors

Bruce Pump & Trenching RFD 2..... 868-5225

Eyeglasses

see Optometrists—Doctors of Optometry (O.D.)

Adding thousands of new telephones and associated equipment to keep pace with demands for service is a huge undertaking. Large sums must be spent—a great deal of work done.

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- COMMERCIAL
- RESIDENTIAL
- INDUSTRIAL

**Electrical
CONTRACTORS**
 —BONDED—
 EXPERT WORK



BRUCE

868-3451

- REWIRING
- REPAIRS

"LARRY" JANOSZEK - OWNER

RFD 2

BRUCE

Farm Equipment

BRUCE BLACKSMITH & MACHINE SHOP
BADGER & JAMESWAY
EQUIPMENT
 John Smith - Bruce
 868-4175

RFD 1 Bruce 868-4175

Hein Implement Co 868-2455
 HELMER IMPLEMENT CO RFD 1 868-3305
 Mahoney Basil RFD 2 868-3935

For faster long distance service . . . call by number.

McELRAVY-GEIER
FUNERAL HOME, INC.


JEROME W. GEIER
 SHIRLEY M. GEIER
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 REVERSE CHARGES


Member The Order of the Golden Rule

120 FRITZ AVE. EAST LADYSMITH

Vorce & Frognier, Inc.



- BULK PROPANE SERVICE
- BOTTLED GAS SERVICE
- LP GAS DOES BETTER



PLUMBING and HEATING

Open Friday Evenings

LADYSMITH
532-5593

After Hours Call 353-2761 at Weyerhaeuser
 353-2276 or 353-2273

Feed Dealers

Buchholz Feed Store 868-2735
FARMERS UNION FEED STORE
 200 Worden av W Ladysmith **532-3993**

Filling Stations

see Service Stations—Gasoline & Oil

Fishing Bait

Dale's Septic Tank Service & Bait Shop
 RFD 2 868-4855
 Frank's Bait Shop RFD 1 868-5764

Florists—Retail

LADYSMITH FLOWER SHOP & GREENHOUSE
 909 1st S Ladysmith **532-6070**
 If No Answer Call Ladysmith 532-3062

Foreign Cars

see Automobile Dealers headings

Forgings—Machining

see Machine Shops

Fun Raising Organizations

Liebelt Distributor RFD 2 868-5555

Funeral Directors

McELRAVY-GEIER FUNERAL HOME INC
 Reverse Charges Accepted
 120 Fritz av E Ladysmith **532-3744**
 (See Advertisement This Classification)

MIRR FUNERAL HOME

RALPH B. AND MARGARET MIRR

"REVERSE CHARGES ACCEPTED"

Office Bruce **868-4155**
 Res Bruce **868-4675**

Fur Farms

Northwest Mink Ranches Inc RFD 1 868-3581

Furnaces—Repairing & Cleaning

KLEEN-AIR FURNACE CLEANING SERVICE
 Residential - Commercial - Industrial
GIANT POWER VACUUM CLEANER
Cleans Your Furnace - Pipes - Chimney
 RFD 1 Ladysmith **532-3841**

Furniture Dealers—Retail

FIGURA ENTERPRISES 868-2615

Furniture Movers

see Moving & Storage

Gas—Liquefied Petroleum—Bottled & Bulk

FARMERS UNION FEED STORE
 200 Worden av W Ladysmith **532-3993**
 Gamble Store 868-2065

(Continued Next Page)

The first to get the news when new telephones are connected are the Information Operators. They keep tab on new numbers and can quickly give you any number not listed in this directory.

Gas—Liquefied Petroleum—Bottled & Bulk—(cont'd)

Petrolane Gas Service Inc
 Hwy 8 W Ladysmith 532-6260
 (See Advertisement This Classification)
VORCE & FROGNER INC Ladysmith **532-5593**
 (See Advertisement This Classification)

Gas Heat

see Heating Contractors

Gasoline Stations

see Service Stations—Gasoline & Oil

Government Offices

CITY, VILLAGE & TOWNSHIP
 Bruce Village Hall 868-2185
 Fire Calls *868-2345
 Housing Authority Of The Village
 Of Bruce 868-4731
 Police 868-4518
 If No Answer Call 868-2185
FEDERAL
 Bruce Post Office 868-4215

Gravel

see Sand & Gravel

Grocers—Retail

Amacoy Store RFD 2 868-2332
 Farmer's Store 868-2125
 Kraft Shop RFD 3 New Auburn 868-4148
 Ray's Fairway Store 868-2075

Hairdressing

see Beauty Salons

Hardware—Retail

Bruce Hardware 868-2045
 (See Advertisement This Classification)
 Gamble Store 868-2065

Heating Contractors

BRUCE PLUMBING & HEATING

COMPLETE HEATING SERVICE

Sales - Installation - Service

- Forced Air • Hot Water
- Steam • Furnaces
- Sheet Metal Service

Bruce 868-4415

Hotels

MacArthur Hotel 868-2625

Insurance

AMERICAN FAMILY INSURANCE

Insuring More Cars in
 Wisconsin Than Any
 Other Company. Fast



Nationwide Claims Service. Auto Financing.
 AUTO • FIRE • HEALTH • LIFE

"All Your Family's Protection Under One Roof."

"FOR INFORMATION CALL"

AGENT

Oldeen Richard Agency
 RFD 3 Ladysmith 532-3160

Insurance—(cont'd)

KEITH RODNEY A 868-3545
LADYSMITH INSURANCE AGENCY
 108 W 2nd S Ladysmith **532-3155**
 (See Advertisement This Classification)
 Leatherman Walter 868-3225
 Mikunda Thomas 868-5511
SENTRY INSURANCE CO
 615 E 5th N Ladysmith **532-6377**

STERLING AGENCY

General Insurance
 Of All Types
 AUTO - HOME
 LIFE - FARM
 BUSINESS

RODNEY A. KEITH

Bruce 868-3545

PETROLANE GAS SERVICE, INC.

**DOMESTIC
 INDUSTRIAL**



AND AGRICULTURE USES

LADYSMITH

532-6260

NITE — WEYERHAUSER - 353-4541

HWY. 8 W.

LADYSMITH

**BRUCE
 HARDWARE**



- COMPLETE GENERAL HARDWARE
- SPORTING GOODS
- SURGE SUPPLIES
- PLUMBING AND HEATING SUPPLIES
- MAJOR APPLIANCES

DIAL 868-2045

BRUCE WIS.

**LADYSMITH INSURANCE
 AGENCY**

INSURANCE

GENERAL AGENTS FOR
 RUSK COUNTY MUTUAL INSURANCE CO.

FIRE - CASUALTY - BONDS & LIFE

532-3155

108 W. 2nd ST. S.

LADYSMITH

Jewelers—Retail**REDWINE'S JEWELRY**

102 Miner av W Ladysmith 532-3477

Laundries—Self Service**KING KOIN LAUNDERETTE**

W Lake st Ladysmith..... 532-9861

(See Advertisement This Classification)

Lawn Mowers**BOLENS POWER EQUIPMENT**

Complete line of outdoor power equipment: Husky compact tractors with attachments for year 'round versatility. Riding Mowers. Power Mowers. Tillers. Snowcasters.

BOLENS*"WHERE TO BUY THEM"*

DEALER

CORNELL CHAIN SAW SERVICE

102 Main Cornell..... 239-6220

NEW HOLLAND LAWN & GARDEN EQUIPMENT—

SALES & SERVICE

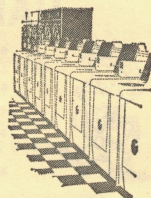
HEIN IMPLEMENT CO INC 868-2455

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KING KOIN LAUNDERETTE

COMPLETE
SELF-SERVICE
LAUNDRY &
DRY CLEANING
SUANA BATHS
BY APPT.

CALL

532-9861

WINTER HOURS: 8:00 AM TO 10:30 PM
SUMMER HOURS: 8:00 AM TO 11:00 PM

GEORGE & LUCILLE BOGDAN

W. LAKE ST. HWY. 8

LADYSMITH

Only... **ONE OF
A KIND**

**NOTHING ELSE
LIKE IT** The

YELLOW PAGES**Lawyers**

see Attorneys-at-Law

Lenses—Contact

see Optometrists—Doctors of Optometry (O.D.)

Livestock

Wester Blair RFD 1..... 868-3801

Livestock Breeders

American Breeders Service 868-4425

Burt William Livestock Breeder RFD 2 - 868-4271

Loans**Northwestern Loan Corp**

Loan Office 868-3385

General Office 868-4625

PIONEER NATIONAL BANK

200 Miner av W Ladysmith 532-5551

SECURITY STATE BANK

100 Miner av E Ladysmith..... 532-5521

THORP FINANCIAL SERVICES—**THORP FINANCE CORP**

120 Miner av E Ladysmith 532-5586

Locksmiths**MILEY ROBERT L**

Auto - House - Coded Keys Made and
Duplicated - Bonded - Registered - Safes
Sales and Service - Combinations Changed
220 W 2 N Ladysmith..... **532-3733**

Lumber—Retail

Bruce Lumber & Supply 868-3115

HOME DISCOUNT CENTER INC**WALL PANELING**

Large Discount on Factory
Rejects

Windows - Doors - Ceiling and
Floor Tile - Plywood
Hardboards - Formica

Hardware
Electrical Supplies
Carpeting - Paint

309 E South Cornell..... **239-6812****Machine Shops****Bruce Blacksmith & Machine Shop**

RFD 1 868-4175

Figura Enterprises 868-2615

Meat—Retail**Mincoff Meat Market**

Conrath Ladysmith 532-5063

Men's Clothing & Furnishings—Retail

Bruce Clothing Store 868-2975

Men's Clothing—Whse & Mfrs

Gordon Ferguson Manufacturing Co .. 868-2605

Mink Farms

see Fur Farms

Advertise where buyers look
YELLOW PAGES

Mobile Homes—Dealers

WEISENBERGER REALTY

Lake av W Hwy 8 Ladysmith..... 532-6075
(See Advertisement This Classification)

Mobile Homes & Trailers—Parks

Parkview Mobile Home Court in Bruce
RFD 2 868-5325
Tall Pines Trailer Court 868-5061

Mobile Homes—Transporting

Bellows & Bellows Cameron 458-2301

Monuments

HANSON BENNIE MONUMENTS & MARKERS

Markers
Cemetery Lettering
Settings

Bruce 868-4785

Motels

Amacoy Lake Motel RFD 2 868-2335
Austin's Motor Court 868-3025
DAVIS MOTEL
Miner av W Ladysmith 532-5576

Moving & Storage

BELLOWS & BELLOWS

Furniture Moving - Trucking
Local and Long Distance
New & Used Mobile Home Towing
Cameron 458-2301

CRANDELL'S TRANSFER

UNITED VAN LINES
Moving With Care Everywhere
Service In Sanitized Vans
Call For Estimate And
Helpful Consultant Service
In State & Out Of State Moving
Hwy 27 N Ladysmith..... 532-5770

Musical Instruments—Dealers

Joe's Music & Sewing Center
508 E 8th S Ladysmith..... 532-3263

Newspapers

Bruce News-Letter 868-2195

Nursing Homes

MARIAN NURSING HOME

SKILLED CARE
FRANCES MLECZKO - ADM.
24 HOUR NURSING CARE
2 Miles East of Radisson on Hy. 27-70

Radisson 945-2203

Oils—Fuel

FARMERS UNION FEED STORE

200 Worden av W..... Ladysmith 532-3993
Indianhead Oil Co 868-3285

Oils—Fuel—(cont'd)

Moon Oil Co
Texaco Bulk Products
Bruce 868-3095

**STANDARD OIL
AMOCO HEATING SERVICE**

AMOCO® Heating Oils.
Sta-Ful automatic delivery.
Convenient budget terms.
Also farm fuels, lubricants,
and agricultural chemicals.



"WHERE TO CALL"
DELIVERY SERVICE

R F TOWERS 868-2750

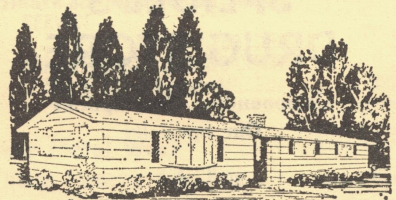
Standard Oil Co 868-2750

**Optometrists—Doctors of Optometry
(O.D.)**

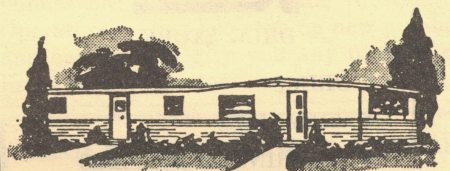
Jacobson Edward M
10 N Main..... Rice Lake 715-234-3113

When you do not give "Long Distance"
the out-of-town number of the person you're
calling, it takes extra time to put your call
through because she must call "Informa-
tion" in the distant city to get the number.

HOUSING HEADQUARTERS



**PRE-BUILT HOMES
BY TRI-STATE**



MOBILE HOMES - ALL SIZES

DIAL 532-6075



WEISENBERGER

Home Sales

Lake Av. West - Hwy. 8

Ladysmith

LADYSMITH PHARMACY

Walgreen System Drug Store

Photo Supplies & Developing Service

**RELIABLE
PRESCRIPTIONS**

PHONE 532-3434

For Drugs & Prescriptions

DRUGGISTS

113 MINER AVE. E.
LADYSMITH, WISCONSIN

SPEIDEL'S DRUG STORE

Compounding Prescriptions
Our Specialty

THE

Rexall

DRUG STORE

- DRUGS
- CHEMICALS
- VETERINARY SUPPLIES
- KODAK FILMS
- PHOTO FINISHING
- PROMPT MAIL ORDER SERVICE

Phone 532-5656

101 MINER AVE. E.
LADYSMITH, WISCONSIN

Pharmacies

LADYSMITH PHARMACY

113 Miner av E Ladysmith **532-3434**
(See Advertisement This Classification)

Maddocks' Drug Store 868-2805
(See Advertisement This Classification)

SPEIDEL'S DRUG STORE ---- Ladysmith **532-5656**
(See Advertisement This Classification)

Photographers—Portrait

DuBOIS STUDIO

"Good Photos Need Not Be Expensive"
WE DO DIRECT COLOR

Commercial & Aerial Photography
Copies From Old Photographs

Hrs. Mon.-Fri. 9-5:30 - Sat. 9:00-Noon
Al & Carol Bonanno

125 Lake av Ladysmith..... **532-3292**

Physicians & Surgeons—Doctors of Medicine (M.D.)

Raduege W E 868-2425

WHALEN & RADUEGE DRs SC

RADUEGE W. E.

Daily Hours

1:30 PM To 5:30 PM

Closed Saturday Afternoon

Office Bruce **868-2425**

M L Whalen MD Res.....868-2421

W E Raduege MD Res.....532-6718

Plumbing Contractors

BRUCE PLUMBING & HEATING

- Repair Service
- Emergency
- Garbage Disposal
- Steam and Hot Water Heating
- New Installation
- Remodeling
- Water Heaters
- Forced Air Heating

Bruce **868-4415**

Radiators—Automotive

Hemphill Fay Radiator Service 868-3215

Railroads

Soo Line Depot 868-2085

Ready Mixed Concrete

see Concrete—Ready Mixed

MADDOCKS' DRUG STORE

PRESCRIPTIONS

DRUGS

VETERINARY SUPPLIES

DIAL BRUCE 868-2805

Emergency Hours - 868-3681

BRUCE, WISCONSIN

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KAISER REALTY

JOHN P. KAISER - REALTOR
 Seven Professional Salesmen
 Call Weekdays - Sundays - Any Hour
 Ingram 715 322-4155

STROUT REALTY

RAY & MARLYS ZEHNER - Brokers
"We Handle All Types Of Real Estate"
 RFD 2 Bruce..... 868-2365

WEISENBERGER REALTY

REAL ESTATE
 MOBILE HOMES
 PRE-BUILT HOMES
 Lake ave W Hwy 8 Ladysmith..... 532-6075

Rendering Companies

Barr Mink Ranch Cameron 458-2716
 (See Advertisement This Classification)

INDIANHEAD RENDERING CO INC

Barron 537-3050

Resorts

Amacoy Lake Resort RFD 2..... 868-2139
 Birchwood Resort RFD 2..... 868-5145
 Fireside Lodge on Fireside Lake
 RFD 3 New Auburn..... 868-4085
 Frank & Nell's Resort RFD 2..... 868-2338
 Friendly Resort RFD 3 New Auburn..... 868-2575
 Green Acres Resort RFD 3 New Auburn 868-2576
 Island Lake Resort RFD 3 New Auburn _ 868-2571
 Lone Pine Lodge RFD 2..... 868-5255
 Stehbergers Sunny Slope Resort RFD 2 868-2134
 Winter Haven Resort RFD 2..... 868-5985
 Wonderspot Resort The RFD 2 868-2336

Restaurants

Awker Bud 40 & 8 Drive-In 868-4525
 Blue Hills Cafe 868-5505
 McDonald's Cafe Hwy 8 W..... 868-9245

Rug Dealers—New

see Carpet & Rug Dealers—New

Sand & Gravel

LADYSMITH CONCRETE CO INC
 Ladysmith 532-6001
 Stevens Bros Truck & Shovel Service
 RFD 2 868-3371
 Or 868-2130

Savings & Loan Associations

LADYSMITH FEDERAL SAVINGS & LOAN ASSN
 Hwy 8 Ladysmith 532-3389

Saws

HOMELITE POWER CHAIN SAWS
 BRUCE HARDWARE 868-2045

MC CULLOCH POWER CHAIN SAWS

World famous for POWER,
 LIGHT WEIGHT, EASY STARTING.
 Complete line direct & gear
 drives for every cutting need.
 New feature-packed models.
 TOP QUALITY - LOW PRICE.



"FOR SALES & SERVICE"

DEALER

Perona Motor Service
 312 W 9th N Ladysmith..... 532-3717

**Schools—Secondary & Elementary
 (Academic)**

Bruce Public Schools 868-2585
 Garage 868-3435

Septic Tanks

BELLOWS & BELLOWS

Septic Tanks & Dry Wells
 Cleaned
"Reasonable Rates"

Cameron 458-2301

Service Stations—Gasoline & Oil

Badger Oil Co
 Dealer For Conoco Products 868-3445
 Bill's Super Shell Station 868-3005
 Bruce Texaco Station 868-3090
 Helmer Implement Co RFD 1 868-3305
 Leon's Texaco 868-3125
 Moon's Texaco Service 868-3095

STANDARD OIL

For products and services you can
 depend on, patronize your nearby
 Standard Oil dealer
 AMOCO MOTOR CLUB stations are
 identified "AMC"



"WHERE TO CALL"

STATION

BRUCE STANDARD STATION 868-3175

TOBY'S NORTH STAR SERVICE RFD 2 .. 868-4265

Sewing Machines—Household

**SINGER SEWING MACHINE SALES &
 SERVICE—**

AUTHORIZED DEALER

JOE'S MUSIC & SEWING CENTER
 508 E 8th S Ladysmith..... 532-3263

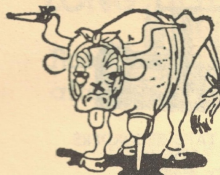
Sheet Metal Work

Bruce Plumbing & Heating 868-4415

The first to get the news when new tele-
 phones are connected are the Information
 Operators. They keep tab on new numbers
 and can quickly give you any number not
 listed in this directory.

DEAD & DISABLED STOCK WANTED

*Prompt Sanitary Service
 Service Charge On All Pick-Ups*



458-2716

BARR MINK RANCH

Cameron, Wisconsin

Snow Vehicles

BOMBARDIER SKI-DOO—
 ENERSON EARL H FORD INC
 119 1st N Ladysmith..... 532-5101

RUPP SNOWMOBILES

- QUALITY
- SERVICE
- VALUE



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see Heating Contractors

Stock Yards

see Livestock

Storage—Household

see Moving & Storage

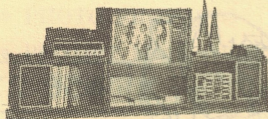
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see Physicians & Surgeons—Doctors of
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 Pine Grove Tavern RFD 2..... 868-5065
 Steffek Mike Tavern & Store
 RFD 3 New Auburn 868-2570
 Votruba Joe Wagon Wheel Tavern
 RFD 1 868-5851

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BRUCE TELEPHONE CO 868-2995
 Manager's Residence 868-4095

Television Antenna Systems

see Antennas

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 RCA Authorized Sales & Service
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 (See Advertisement This Classification)

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see Excavating Contractors

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(Continued Next Page)

Truck Dealers—(cont'd)

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FOR GMC
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Ewald Clayton Transfer 868-3015
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Moore Clifford 868-4045

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see Funeral Directors

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Medical Oxygen & Gauges

Hwy 27 N Ladysmith..... 532-6090

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Atwood Well Drilling & Repairs RFD 2 - 868-3871

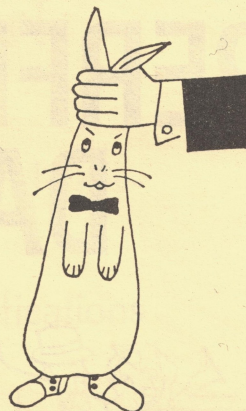
Women's Apparel—Retail

Villager The 868-3555

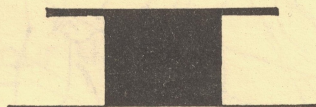
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see Towing —Automotive

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