

1943
DIRECTORY

JUNE

**BRUCE
TELEPHONE CO.**

LOCAL - LONG DISTANCE

Call 13

Horses -

Dairy Cows - Breeding Bulls

NEW AND USED HARNESS AND FARM

MACHINERY

LIVESTOCK HAULING

BEST PRICES FOR YOUR LIVE STOCK

AT ALL TIMES

LONG AND SHORT TIME LOANS ON LIVE STOCK

LEO LALAN

Bruce,

Phone 13

Wisconsin

WESTERN UNION SERVICE

Local Telephone Office

Peter J. Boss Auto Sales

USED CARS THAT SATISFY

Standard Gas and Oils General Shop Service
Parts — Car Greasing and Tune-Up Our Specialty — Accessories
Atlas Tires and Batteries

WM. SCHMIDT, Mgr.

Bruce, Wisconsin

Telephone 21

Bertram - Wright Lbr. Co.

Lumber - Paint - Building Hardware

F.H.A. LOANS

A. NOTMAN, Manager

BRUCE, WIS.

Phone 70

GAMBLE STORE DEALER

N. J. KNUDSON, Owner

CORONADO WASHERS AND RADIOS, REFRIGERATORS

Auto Parts — Hardware — Sporting Goods

Tiger Batteries

Crest Tires

BRUCE, WISCONSIN

Phone 6W

BRUCE TELEPHONE CO.

DAVID J. MANOSKY, Mgr.

RULES AND REGULATIONS

- 1 Look up number before calling, If no number is given, then call by name.
- 2 When your telephone is out of order, call up manager or central from Phone nearest you. The trouble will then be intelligently inquired into and removed.
- 3 The use of profane or obscene language over our wires is strictly forbidden.
- 4 Your phone is for your own use. A charge of 10c should be made to all nonsubscribers.
- 5 Tolls are charged to phone used and bills will be collected monthly.
- 6 As the Company is responsible for the quality of the service, it is necessary to prohibit the use of any equipment not furnished by it.
- 7 To permit an equitable use of the service on party lines, conversations should be limited to five minutes.
- 8 Long distance rates to any point reached by the Company will be gladly furnished upon application to the operator.
- 9 Call by number.
- 10 Service charges are due and payable at the Company's office with in the discount period shown on each bill. Accounts unpaid after the expiration of the discount period are over due and service is subject to suspension.
- 11 Don't hold receiver off phone while operator is trying to ring parties. This causes phones on line not to ring.
- 12 Don't listen on line while other people are talking. This is forbidden and spoils the service so parties talking can not hear.
- 13 One copy of this Directory for each telephone is furnished each year without charge to every subscriber for use until replacement of another issue.
- 14 Do not use phone in severe lightning storms.
- 15 Talk directly into and not less than one inch away from transmitter.

THE TIME LIMIT

16 The rules established by this company limiting single conversations on party lines to five minutes is designed for the benefit of all subscribers on party lines. Experience has shown that five minutes is sufficient time to complete the ordinary business or social transaction by telephone.

The company has therefore placed a limit of five minutes on single conversations on party lines but the enforcement of this rule, like many other regulations designed to give good service to all persons requires the cooperation of subscribers for best results. It is not fair to your neighbor on the line for you to occupy it for long periods when he desires to use it.

It is a simple matter and a polite and neighborly act to relinquish the line after using it a reasonable period, allow your neighbor to have his talk, and then call your party again if you desire to add something to what you have already said.

PLEASE CALL BY NUMBER

BRUCE CASH MARKET

MEATS & GROCERIES

DEALERS IN BUTCHER STOCK, HOGS, VEAL, POULTRY, EGGS

BRUCE — TELEPHONE 14

A

Abbott s Dairies, Inc.	29
Adams, John, R. No. 1	32F3
Alvey, D. L., Res.	5J
Alveys Eat Shoppe	63 P. O.
Alvey, Selmer M., Res.	25W
Amacoy Lake Resort, R., No. 2	48F21
Ambles At Amacoy, R. No. 2,	48F13
Anderson, Ole, R. No. 1,	37F3
Anderson, Ray, R. No. 1,	55F2
Arey, L. S., Res.	16J
Atwood, John, R. No. 2	28F4
Atwood, Walter, R. No. 2	28F3
Austin, Mrs. Fred, Res.	23

B

Barrett, Dennis, Res.	26W
Baxter And Hutchinson, Wyhr., R. No. 2,	53F20
Beaulieu, Adler, R. No. 2,	36F11
Bennor, Walter, R. No. 1,	52F2
Bernhardt, Chris., Res.	47J
Bertram-Wright Lumber Company	70
Beyer, Cliff, Res.	59M
Biernat, Adam, Store	2
Biese, Lloyd, R. No. 1,	52F20
Blain Motor Co.	74
Blomberg, E., Res.	25J
Blomberg, H. E., R. No. 1	53F11

Bruce RED & WHITE Store

PHONE 46

CARL LIND, Prop.

WE DELIVER

GROCERIES, COLD MEATS and SCHOOL SUPPLIES

FRUITS AND VEGETABLES

PLEASE CALL BY NUMBER

Ultra Modern
Housekeeping Cottages

Overnight Cabins
All Conveniences

AMBLE'S

AT LAKE AMACOU

4 Miles South of Bruce and Highway 8 on 40

FISHING, BOATING, BATHING
COCKTAIL LOUNGE

Tel. 48 F 13, Bruce, Wisconsin

Bly. Dr. E. L., Dentist	44
Boer, Henry, R. No. 1	56F30
Bonek, Harry, R. No. 1,	34F2
Boss Auto Sales	21
Brainerd, Harry, R. No. 2,	48F20
Brastad, Cecil, Res.	22
Briggs, W., Res.	76R
Bruce Beauty Shop	3
Bruce Cash Market	14
Bruce Farmers Store	12
Bruce Feed Company	27
Bruce Lunch	9J
Bruce News Letter	19W
Bruce Red and White Store	46
Bruce Public School	58
Burlingham, Harold, R. No. 1,	52F4
Burns, B. E., R. No. 1,	55F12
Bus Depot	63 P. O.
Button, Roweland, R. No. 2,	55F3

C

Cagley, M. J., R. No. 1,	43F4
Campbell, Mrs. H. W., Res.,	88W
Carr, John, R. N. 1,	32F21
Chevrolet Garage,	74
Clark and Svoma	73
Clausen, Herman, R. No. 1	32F12
Clough, Richard, R. No. 1,	55F13

STAHMANN & HANSEN

BACKSMITHING, ELECTRIC and OXY-ACETYLENE WELDING

SNOW PLOW and TRUCK BODY BUILDING

BRUCE,

WISCONSIN

PLEASE CALL BY NUMBER

E. S. SPEARS MERC. CO.

37 YEARS IN BRUCE

TELEPHONE SEVEN

GROCERIES -- DRY GOODS
SHOES -- HARDWARE

Coe, Adeline, Res.,	86J
Compton, Herbert, R. No. 2	28F12
Conover, Fred, R. No. 1	55F11
Corderman, A., R. No. 2,	48F5
Corrin, Mrs. H., Wyhr, R. No. 2,	53F12

D

Daily, John, Res.,	41J
Dairyland State Bank	17
Daniels, Lester, R. No. 1	56F2
Daniels, Roy A., R. No. 1	53F13
Daniels, Irvin, Wyhr., R. No. 2,	53F12
Davis, Lester, R. No. 1,	37F4
Dearhamer, Chas., R. No.1	56F14
Depot, Soo Line	8
Doorn, Delbert, R. No. 1,	37F13
Doorn, Louis, R. No. 1,	37F2
Duxbury, H. W., Res.,	67W

E

Ellison, Carl, Res.,	59R
Ewald, Clayton, Res.	39W
Ewald, Mrs. E., Res.	38

F

Farmers Union, Oil Station	30J
Feller, Arnold, Res.	41W
Fetting, Chas., R. No. 1,	32F20
Fetting, Robert, R. No. 1,	34F20
Fiker, O. G., Res.,	16R

TATRO MOTOR CO.

CLIFFORD TATRO

FORD SALES & SERVICE

SERVICE STATION PHONE 49J

GARAGE PHONE 49W

PLEASE CALL BY NUMBER

Jack Sprat Food Store

HOME OWNED

FOR BEST MEATS & GROCERIES

CALL PHONE 2

ADAM BIERNAT

BRUCE, WISCONSIN

Fire Hall 18
Fish, Mrs. J. 47W
Ford Garage 49W

G

Gamble Store Agency 6W
Goff, Earl, R. No. 2, 28F2
Gonia, Roman, Res. 78J
Graham, Francis, R. No. 2, 67J
Graham, Frank, R. No. 2, 28F21

H

Hanson, James, R. No. 1, 52F12
Hanson, N. Y., Res. 78W
Hartinger, George, R. No. 2, 36F3
Harvey's Hardware 4
Hayden, R. J., R. No. 1 55F21
Hemphills Garage 11
Hendrickson, Mrs. G., Res., 47R
Hinaus, Earl, Res., 78R
Hinaus, Owen, R. No. 1, 53F5
Hofer, Marie, R. No. 1, 34F12
House, Gilbert, R. No. 1, 37F20
Hutchinson, Clyde, Wyhr. No. 2, 53F20

I

Imalone Station, R. No. 1, 52F21

J

Jack Sprat Store 2
Jenkins, R. D., Res. 20J

BRUCE LUNCH

TELEPHONE 9J

BERTHA M. TATRO, Prop.

MEALS AND LIGHT LUNCHES

SOFT DRINKS — ICE CREAM — TOBACCO

PLEASE CALL BY NUMBER

SURGE SALES AND SERVICE SURGE MILKERS

Electric Hot Water Heaters, Electric Coolers, Surge Electric Fencers
Madison Silos

MAE E. STEVENS

Rusk County Representative

Pavlak, M. J., Res.	79W
Peterson, Elmer, Res.	45
Peterson & Son Funeral Home	9W
Peterson, W. J., R. No. 2,	35
Pfauffman, P. F., R. No. 1,	51
Poff, Stanley, Res.,	59M
Prentiss, Dr. Pearce, Res.,	57
Public School	58

Q

Quade, C. F., R. No. 1,	51F20
-------------------------------	-------

R

Reichel, George, R. No. 1,	34F14
Roach, Ben, Res.,	67R
Russ, Frank C., Res.	16W

S

Sawyer, Phillip, Res.,	86W
Seuer, Mrs. W. H., Res.	1
Scheel, Art, R. No. 1,	52F3
Schiessel, Adam, Res.,	91R
Schmitz, Mrs. Mary, R. No. 1,	43F21
Schultz, Mrs. A. C., Res.	83
Schultz, Rob't. W.	66
Schultz, George, R. No. 2,	33F22
Scoles, Jack, R. No. 1,	37F14
Scrivner, Ed, R. No. 1	34F30
Sieck, Mrs. Fred, Wyhr, R. No. 2,	53F21
Sieck, Henry, Wyhr, R. No. 2,	53F3

STANDARD OIL PRODUCTS

CLAIRE B TOWERS

PHONE 75W

TANK WAGON SERVICE GASOLINE, KEROSENE, OIL

Diesel or Tractor Fuel or Grease

For every purpose

Fuel Oil for All Types of Furnaces and Stoves

PLEASE CALL BY NUMBER

BRUCE ELECTRIC SERVICE

PHONE 41W

ARNOLD FELLER WIRING CONTRACTOR

Sinninger, Rev. N., Res.,	68W
Soo Line Depot	8
Spears, E. S. Merc. Co.	7
Spoolhoff, Rense, R. No. 1,	56F12
Stahmann, L. E., Res.	10J
Stenson, Mrs. Ada, Res.	76J
Stevens, Burt, R. No. 2,	28F22
Stevens, Frank, R. No. 2	48F12
Stevens, George, R. No. 2,	33F21
Stevens, Harold, R. No. 2	33F11
Stevens, Mae F., R. No. 2	33F3
Svomas Feed Store	73
Stokely Bros.,	56F11

T

Tatro, Guy C., R. No. 1	56F4
Tatro Motor Co.,	49W
Tatro Texaco Station	49J P. O.
Towers, Claire B., Res.	75W
Towers, John, Res.	82W
Triplett, Ralph, R. No. 1,	32F4

V

Valiquette, Victor, Res.	69
Village of Bruce, Fire Hall	18

W

Walker, C. V., Res.	54
Western Union, Branch Office	200
Weuthrich, Ernest, R. No. 1,	43F13

ABBOTTS DAIRIES, Inc.

Phone 29

BRUCE

WISCONSIN

PLEASE CALL BY NUMBER

KOVACEVICH BROS.

MANUFACTURES OF CONCRETE SILOS

STEEL SUPPLIES & FARM MACHINERY, ENTERPRISE PAINTS

COMPLETE STOCK AND SERVICE

PERFECTION MILKER

BRUCE,

PHONE 60W, DAY

WISCONSIN

Whalen, Dr. M. L., Res.	42J
Whalen, Dr. M. L., Office	42W
Williams, Col. F. W., Res.,	59W
Willis, A. E., New Auburn	48F3
Wisher, Ruby, Res.,	87W
Wisher, Ivan, Res.	26J
Woodmansee, Herbert	31
Y	
Young, Cleo, R. No. 2,	48F21
Z	
Zebro's Feed and Seed Store	89W
Zehner, Clarence, Cabins, R. No. 3, Ldys.,	36F21
Zehner, W. L., R. No. 2,	36F5
Zoeller, Mrs. Nellie, R. No. 1,	52F30

Home Brand **Farmers Store** Phone 12

**DRY GOODS, MENS FURNISHINGS
SHOES, GROCERIES**

BRUCE,

WISCONSIN

PEA GRAVEL FOR CONCRETE — SAND FOR PLASTERING

F. M. STEVENS & SONS

DUMP TRUCK SERVICE

WE CONTRACT FOR DIGGING BASEMENTS

PHONE 48F12

BRUCE, WIS

PLEASE CALL BY NUMBER

Ladysmith
Dead Animal Service

LADYSMITH 11

NEW SANITARY TRUCKS

EFFICIENT DRIVERS

*We Remove Your Dead Or Disabled
Horses, Cows, Calves, Hogs, Sheep*

(HIDES ON)

PROMPTLY and PAY ALL PHONE CHARGES

Branch of Chippewa Falls Rendering Co.

Lake Superior District
Power Company

Public Service

In Case of trouble

Call 65,

LADYSMITH

The Dairyland State Bank
BRUCE, WIS.

Stations at Sheldon and Exeland

COMPLETE BANKING SERVICE

INCLUDING

Auction Sales - *Financing*
War Bonds

SAFETY DEPOSIT BOXES

WE INVITE YOUR BUSINESS

Member Federal Deposit Insurance Corporation

PETERSON & SON
FUNERAL DIRECTORS

COMPLETE STOCK AND SERVICE

PHONES—PARLOR 9W — RESIDENCE 45

BRUCE,

WISCONSIN

W. J. PETERSON
LIVESTOCK

Dairy Cattle A Specialty

TELEPHONE NO. 35

Quality and Accuracy

MADDOCKS DRUG STORE

PRESCRIPTIONS

PHONE YOUR ORDERS

PHONE 80

PROMPT DELIVERY SERVICE

VISIT OUR FOUNTAIN