

Bruce Telephone Directory

JUNE, 1955

Wanted! Dead Stock! We Pay Phone Calls.
Chippewa Falls Rendering Co. Phone Bruce 181, Chippewa Falls 5759

MERCURY

HENDRICKS



BROS. AUTO SALES

MERCURY SALES & SERVICE

SAFE BUY USED CARS

Your County Mercury Dealer

Bruce, Wis.

Phone 21

Artificial Insemination

America's Fastest Growing Artificial Breeding Association

IN SIX YEARS

1,000,000 Cows Bred — 1,000,000 Stamps of Approval

IMPROVED STUD SERVICE

Curtis Candy Company Farms

For Prompt, Dependable Service, Call

MATT EFFERTZ by 10:00 A. M.

Bruce, Wis.

Telephone 115

Bruce Bowling Center

**OPEN BOWLING EVERY AFTERNOON AND
SATURDAY AND SUNDAY NIGHTS**

Phone 49W

Bruce, Wis.

"Carroll Ain't Mad at Nobody"

Figura Machine & Plastic Works

Manufacturers of Barn Ventilators,
Fuel Tanks and Septic Tanks

ALL SHEET METAL WORK — WE SELL AND INSTALL FURNACES

All Types of Welding — Machine and General Repairs

Telephone 61

Bruce, Wis.

Milo's Feed Store

TELEPHONE 73

DEALERS IN FEED, SEEDS AND FLOUR

Bruce

Wisconsin

Maddocks' Drug

PRESCRIPTION PHARMACY

Bruce, Wis.

Telephone 80

Dead Stock Removed Promptly!

FARMERS!

Dead Animals Wanted

**PROMPT AND EFFICIENT REMOVAL OF YOUR DEAD OR
DISABLED HORSES, CATTLE, HOGS, CALVES AND SHEEP**

CALL US COLLECT

Indian Head Rendering Company

TELEPHONE BARRON 772 OR

CALL LADYSMITH 588

WE PAY ALL PHONE CHARGES

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 ON PARTY LINES 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 lines does unthinkingly hold the line over the time limit, and you wish to use it immediately for a necessary or business call, ask him to let you use it for your call. You will find that he will gladly cooperate. IF NOT, RING THE OPERATOR ON THE BUSY LINE AND SHE WILL ASK FOR THE LINE AND RING YOUR PARTY FOR YOU.

If anyone on an exchange rural multi-party line refuses to cooperate on the five-minute limit, and whose use of the service is so great as to result in undue interference with the use of service by other customers on the same circuit, we will have to discontinue service to this party.

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. PLEASE DO NOT CONVERSE SOCIALLY WITH THE OPERATOR WHILE SHE IS ON DUTY—THIS SLOWS SERVICE.**

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.

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 communication between parties both of whom are present at the telephone, and employees are prohibited from accepting written or verbal messages for transmission or delivery.

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.

PATRONIZE YOUR ADVERTISER

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.

Each telephone listed by this exchange as a business phone has one directory listing in bold letters.

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.

**PLEASE CONSULT THIS DIRECTORY
AND CALL BY CORRECT NUMBER**

Bruce Electric Service

HOT POINT APPLIANCES AND SERVICE

Hotpoint

**MOTOR REWINDING
WIRING CONTRACTOR**

ARNOLD FELLER & SON

Telephone 94W

A. BIERNAT

GROCERIES AND MEATS

HOME-MADE SAUSAGES

Telephone 2

:--:--: :--:--:

Bruce, Wis.

Wright-Way Turkey Hatchery

**Broad Breasted Bronze, Broad White Poults
Available Throughout the Year**

**You Can't Go Wrong When You Buy
The Wright-Way**

Melvin Wright, Owner

Weyerhauser, Wis.

Telephone: Office 19J — Res. 19W

PLEASE CALL BY NUMBER

Bruce Economy

Groceries — Vegetables — Meats

JOHN MIKUNDA, Prop.

Telephone 7

Bruce, Wis.

A

| | |
|--|-----------|
| ABBOTTS DAIRIES, INC. | 29 |
| ABBOTTS HAULERS | 125 |
| Adams, John R., R. No. 1 | 43F30 |
| AIRCRAFT OBSERVATION POST | 180 |
| Alstad, Bjarne, Ladysmith, R. No. 2 | 72F21 |
| Alvey, Donald L., Res. | 5 |
| Alvey, John, Res. | 78M |
| Alvey, Sam, Res. | 16R |
| Alvey, Selmer M., Res. | 90 |
| Alvord, Floyd, R. No. 2 | 36R21 |
| AMACOY LAKE RESORT, R. NO. 2 | 13F21 |
| Amacoy Lake Store, R. No. 2 | 33F4 |
| Anderson, Mrs. Ole E., and Anderson Brothers, R. No. 1 | 37F3 |
| Anderson, Raymond, R. No. 1 | 40F2 |
| Arey, L. S., Res. | 16J |
| Atwood, Charles, R. No. 2 | 33F2 |
| Atwood, Dale, R. No. 2 | 28F3 |
| AUSTIN, MRS. FRED, CABINS | 102 |
| AUSTIN, FRED, JR., OIL STATION | 144 P. O. |

B

| | |
|-----------------------------------|-------|
| Baker, Glen, R. No. 1 | 52F20 |
| Banker, John, R. No. 2 | 22F5 |
| Basavage, Mike, R. No. 1 | 24R13 |
| Beaulieu, Adler "Buck," Res. | 26W |

SILOS

Cement stave silos, silo roofs, barn cleaners, silo unloaders, steel or cement grain bins and corn cribs. We build and remodel barns. Also a complete line of Jamesway equipment.

CALL

OR

Basil Mahoney

Koser Silo Works

Bruce, Wis. — Phone 57R11

Almena, Wis. — Phone 928

PATRONIZE YOUR ADVERTISER

Bruce Jewelry Store

A. W. EGERER, Owner

WATCHES AND DIAMONDS

Telephone 155

Bruce, Wis.

| | |
|--|--------------|
| Beaulieu, Bernard, Res. | 39W |
| Beaulieu, Darrell, R. No. 1 | 43F4 |
| Beauty Shop | 3 |
| Bebie, Gus, Res. | 161R |
| Beebe, C. A., R. No. 2 | 27F22 |
| Beebe, Roy, R. No. 2 | 27F20 |
| Beilfuss, Bert, Res. | 157 |
| Bennor, Walter, R. No. 1 | 52F2 |
| Benson, Donald, R. No. 1 | 56F13 |
| BENTZ ISLAND LAKE STORE, RESORT, TAVERN, N. AUB. R. No. 3 | 48F30 |
| Bernhardt, Chris, Res. | 106 |
| Bettner, Mrs. Arthur, R. No. 2 | 164F11 |
| BIERNAT, ADAM, Store | 2 |
| BLAIN MOTOR COMPANY | 74 |
| BLOCK FACTORY | 150W |
| Blodgett, Herman, R. No. 1 | 53F11 |
| Blodgett, Merlin, R. No. 1 | 34F21 |
| BLOSSER, REV. HAROLD J. | 156 |
| Boehmer, Mrs. Malinda, Res. | 47W |
| Bollman, Harold, R. No. 2 | 164F14 |
| Bollman, James, R. No. 2 | 164F5 |
| Bonek, Harry, Hatchery | 113 |
| Booher, Charles LeRoy, R. No. 1 | 51F11 |
| Bornheimer, Ed., Res. | 81W |
| Brainerd, Harry, R. No. 2 | 57F20 |
| Brainerd, Lyman, R. No. 1 | 37F12 |

Bentz Island Lake Store, Resort and Tavern

Across From Old Location

MODERN COTTAGES - REASONABLE RATES - BOATS
MINNOW STATION

South of Bruce on Highway 40
Marion Bentz — Mike Steffek

Phone Bruce 48F30

P. O. New Auburn, Wis.

PLEASE CALL BY NUMBER

Farmers Store

CLOVER FARM BRAND

TELEPHONE 12

GENERAL MERCHANDISE

GROCERIES

Bruce

Wisconsin

| | |
|---------------------------------------|----------|
| Briggs, William, Res. | 85M |
| BRUCE AGENCY | 15 |
| BRUCE APARTMENT BUILDING | 165 |
| BRUCE BAR, INC. | 79 P. O. |
| BRUCE BEAUTY SHOP | 3 |
| BRUCE BLOCK FACTORY | 150W |
| BRUCE BOWLING CENTER | 49W |
| BRUCE CASH MARKET | 14 |
| BRUCE ECONOMY STORE | 7 |
| BRUCE ELECTRIC SHOP | 94W |
| BRUCE FARMERS STORE | 12 |
| BRUCE FUNERAL HOME | 9 |
| BRUCE HARDWARE | 4W |
| BRUCE HATCHERY | 113 |
| BRUCE JEWELRY STORE | 155 |
| BRUCE NEWS-LETTER | 19 |
| BRUCE PUBLIC SCHOOLS | 58 |
| BRUCE SHOE AND REPAIR SHOP | 97 |
| BRUCE TEXACO SERVICE | 117 |
| BRUCE THEATRE | 123W |
| Bryant, Leslie, R. No. 2 | 30R11 |
| Bulwa, David, R. No. 1 | 53F20 |
| Burcalow, Harry, R. No. 1 | 32F5 |
| Burke, Mrs. Elizabeth, R. No. 1 | 91R |
| Burlingham, Harold, R. No. 1 | 52F4 |
| Burlingham, William, R. No. 1 | 52F3 |

BLATZ Beer

"MILWAUKEE'S FIRST BOTTLE BEER"

GEORGE OHLFS
Your Beer Distributor

Bernie Webb

Roy Beckley

PATRONIZE YOUR ADVERTISER

The 40 & 8 Drive-In Sno Cap Root Beer

Ice Cream - Pop Corn - Candies - Cigarettes - Malted Milks
Hot Dogs - Hot Beef - Bar B-Q - Coffee
New Insulated Lunch Room Annex
Inside Table Service If Desired

Telephone 145

WM. LORENZ, Owner

Bruce, Wis.

| | |
|-------------------------------------|-------|
| Burns, Mrs. Lillian, R. No. 1 | 26R |
| Burt, William, R. No. 2 | 22F3 |
| Button, Roweland, Res. | 51F13 |

C

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|---|-----------------------|
| Cabanowski, William, R. No. 2 | 22R12 |
| Calkins, Charles, New Auburn R. No. 3 | 48F4 |
| Callahan, V., R. No. 2 | 57R21 |
| Cameron, Russell, R. No. 1 | 55F20 |
| Campbell, Mrs. H. W., Res. | 88W |
| Canaday, William, R. No. 1 | 55F30 |
| Cap, Albert, R. No. 2 | 13F21 |
| Carlson, Mrs. Maureene, Res. | 167W |
| Carr, John "Jack," Sr., R. No. 1 | 32F21 |
| Carr, John, Jr., R. No. 1 | 32F23 |
| Cash Market | 14 |
| Case, Lawrence, R. No. 2 | 22F14 |
| Catholic Rectory | 147 |
| Chevrolet Garage | 74 |
| CHIPPEWA FALLS RENDERING CO. | Call Bruce 181 |
| Christianson, Audie L., Jr., R. No. 1 | 24F11 |
| Christianson, Donald, R. No. 1 | 24R11 |
| CITIES SERVICE STATION | 144 P. O. |
| City Hall | 18 |
| CLAR-MAR MINK RANCH, R. No. 1 | 40F20 |
| Clark, Malin, Res. | 76W |

Crandell's Transfer

J. F. BUCHHOLZ, Prop.

TRUCKING — WADHAMS PETROLEUM PRODUCTS

Used Household Goods Moving Any Place in United States,
Canada or Mexico
Skelgas Sales & Service



Phone 6

Ladysmith, Wis.

PLEASE CALL BY NUMBER

Harvey Lumber Company

BUILDING MATERIAL

PLUMBING & HEATING

BOAT BUILDING

PATEK PAINT

Telephone 111

Bruce, Wis.

| | |
|--|------------|
| Clark, William, R. No. 2 | 28F12 |
| Clark, Willis, R. No. 1 | 40R11 |
| CLAUSEN, HERMAN, Res., Insurance | 127 |
| Clough, Clarence, R. No. 1 | 40F12 |
| Coey, Mrs. Adeline, Res. | 86J |
| COLEMAN, WALLACE, Cattle Buyeer, Res. | 104 |
| Compton, Herbert, R. No. 2 | 28F5 |
| Compton, Mrs. Elvira, R. No. 2 | 33R12 |
| Conover, Fred, R. No. 2 | 40F11 |
| Conover, Jack, R. No. 2 | 40F4 |
| Corderman, Alvin, R. No. 2 | 57F4 |
| Curtis Artificial Breeding | 115 |

D

| | |
|--|----------------|
| Daily, Fred, Res. | 167J |
| Daily, Mrs. John, Res. | 141 |
| Daily Vacation Bible School at Imalone, R. No. 1 | 52F12 |
| DAIRYLAND ELECTRIC COOPERATIVE, Ladysmith, R. No. 3 | 36F13 |
| DAIRYLAND STATE BANK | 17 |
| Daniels, Dean, R. No. 1 | 23F13 |
| Daniels, Irvin, R. No. 1 | 56F20 |
| DANIELS, ROY A., R. No. 1 | 140 |
| David, Alfred, R. No. 1 | 56R22 |
| Dappen, Glen, Res. | 41M |
| Dauer, Carl, Res. | 169M |
| Davis, Lester, Res. | 126W |
| Davison, O. L., Res. | 163J |
| Dead Animal Service (Chippewa Falls) | Call Bruce 181 |

Kramer Plumbing & Heating Co.

Crane and Kohler
Plumbing

Lennox, Timken, Iron Fireman
Warm Air Heating, Hot Water, Steam

Sheet Metal and Gutter Work

Ladysmith, Wis.

Phone 631

PATRONIZE YOUR ADVERTISER

DITMANSON'S

LADYSMITH

"It Pays to Buy Quality"

1955 National Brand Name Award Winning Store

Phone 23 or 24

| | |
|---|-------|
| Dearhamer, Lloyd, Weyerhauser, R. No. 2 | 24F12 |
| Dearhamer, Ralph, R. No. 1 | 56F14 |
| Debner, Michael, Res. | 96R |
| Depot, Soo Line | 8 |
| Dietlein, W. F., New Auburn, R. No. 3 | 48R11 |
| Doorn, Delbert, R. No. 1 | 37F13 |
| Doorn, Lawrence, R. No. 1 | 32F13 |
| Doorn, Louis, R. No. 1 | 37F2 |
| Douglas, Birdell, Res. | 39M |
| Doyle, William, Res. | 105 |
| Drake, Wesley, R. No. 1 | 51F5 |
| Drause, Charles, R. No. 2 | 30F3 |
| Drawver, Sam A., Res. | 126R |
| Dray Line, Ewald | 38 |
| Drug Store | 80 |
| Duffey, Mrs. P. A., R. No. 2 | 57F31 |
| Duzy, Casey, Plumbing and Heating, Res. | 170W |
| Dyar, Delbert, R. No. 2 | 57F11 |
| Kelley, J. O., R. No. 1 | 32R11 |

E

| | |
|------------------------------------|------|
| Egerer, A. W., Res. | 161W |
| Egerer, A. W., Jewelry Store | 155 |
| Eke, Berger, R. No. 2 | 57F2 |
| Elliott, Howard M., Res. | 86M |
| Ellison, Mrs. Chris., Res. | 166W |
| Ellison, Noble, Res. | 65W |

Septic Tank Cleaning

Call or Write

DALE HAYDEN — Bruce, Wisconsin

Telephone 55F11

PLEASE CALL BY NUMBER

Fandel Radio & TV Service

RCA TELEVISION - RADIOS AND VICTROLAS
DOMESTIC SEWING MACHINES

SALES & SERVICE



114 West Second Street North

Phone 633J

Ladysmith, Wis.

| | |
|-------------------------------------|-----------|
| Ellison, Reeve, Res. | 59 |
| Elwood, Perry, Res. | 39J |
| ERMIE'S GROCERY | 46 |
| Ewald, Clayton, Res. | 101 |
| Ewald, Mrs. Eggert, Res. | 38 |
| Ewald, Harold, Res. | 51F3 |
| EWALD TRANSFER COMPANY | 38 |

F

| | |
|---|--------------|
| Farmers Store | 12 |
| Federated Church Parsonage | 156 |
| Feller, Arnold, Res. | 94J |
| Feller & Son Electric Shop | 94W |
| Felton, Trueman, Res. | 88R |
| Fetke, Henry, R. No. 1 | 56R12 |
| Fetting, Manly, R. No. 1 | 32F12 |
| Fetting, Robert, R. No. 1 | 34F20 |
| FIGURA MACHINE & PLASTIC COMPANY | 61 |
| Figura, Mike, R. No. 2 | 30F4 |
| Figura, William, R. No. 2 | 28F11 |
| Fiker, O. G., R. No. 1 | 16W |
| Fillion, William, R. No. 1 | 34F4 |
| Fire Hall | 18 |
| FIRESIDE LODGE, New Auburn, R. No. 3 | 48F11 |
| Firestone Distributor | 117 |
| Fleuter, Carl, R. No. 2 | 57F12 |

Gustafson Ice Cream & Dairy Co.

WISCONSIN GRADE A DAIRY PRODUCTS

EDWARD MEISEGEIER, Distributor

Telephone 101

Ladysmith, Wis.

PATRONIZE YOUR ADVERTISER

Grace's Flower and Gift Shop

Specializing in
Weddings and Other Floral Arrangements
Potted Seasonable Plants

Also
Artificial Wreaths and Gifts For All Occasions

Phones 189 or 587J 821 Worden Ave., E. Ladysmith

| | |
|---------------------------------------|------------------|
| Flohr, Gust, R. No. 1 | 24F2 |
| Frenzel, George, R. No. 1 | 52F23 |
| Friedl, Carl, Res. | 51F2 |
| Frisinger, Mrs. Vern, R. No. 1 | 43F22 |
| Fuglsang, John, Res. | 76R |
| FUGLSANG SERVICE STATION | 112 P. O. |

G

| | |
|---------------------------------------|----------|
| Gallati, Boyd, R. No. 1 | 40R12 |
| GAMBLE STORE AGENCY | 6 |
| Gapinski, Leo, R No.. 1 | 34F30 |
| Gapinski, Stanley, R. No. 1 | 52R11 |
| Garrett, Guy, R. No. 1 | 24F23 |
| Garrett, Mrs. Raymond, R. No. 1 | 56F21 |
| Geraghty, C. E., Res. | 49J |
| Gerken, Kurt, Sr., R. No. 2 | 164F3 |
| Gibson Block Factory | 150W |
| Gibson, George, Res. | 150J |
| Gleason, Ed & Charlie, R. No. 2 | 57R13 |
| Glottfelty, Herman, R. No. 2 | 28F14 |
| Gochee, Edmund, R. No. 1 | 37F21 |
| Gochee, Diamond, R. No. 1 | 37F4 |
| Goff, Earl, R. No. 2 | 28F2 |
| Goff, Herbert, R. No. 2 | 28F20 |
| Gohde, Lewis, R. No. 2 | 40F14 |
| Graves, Floyd, R. No. 1 | 43R11 |
| Graves, Sidney, R. No. 1 | 34F3 |

Hein Implement Company

Wholesale and Retail

Farm Operating Equipment

Speed Queen Washers — Jamesway Barn Equipment
Myers Electric Water Systems — Gehl Forage Harvesters

Telephone 86

Ladysmith, Wis.



PLEASE CALL BY NUMBER

Garbe Deer Farm and Tavern

Between Bruce and Ladysmith on U. S. Highway 8

Phone 278J-2 — Ladysmith, Wis.

| | |
|---|-------|
| Grensing, Russell, R. No. 2 | 36F11 |
| Griener, Glen A., R. No. 2 | 27F11 |
| Grieve, Mrs. Alvera, R. No. 2 | 36F22 |
| Grubb, Albert, R. No. 1 | 52F30 |
| Gudis, Charles, R. No. 2 | 27F4 |
| Gundt, Everett, Ladysmith, R. No. 2 | 27F31 |
| Gunn, Raymond, New Auburn, R. No. 3 | 48F12 |
| Gutheridge, Everett H., R. No. 2 | 27F3 |
| Gutheridge, John, R. No. 2 | 22F12 |
| Gutheridge, R. H., Res. | 84M |

H

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|---|------------|
| Hagen, John B., R. No. 2 | 164F4 |
| Hagerty, G. A., Res. | 87R |
| HAGERTY LAW OFFICE | 64 |
| Hammel & Reichel (Wagon Wheel) R. No. 1 | 52F21 |
| Hansen, N. Y., Res. | 78W |
| Harris, Chester, R. No. 2 | 40F13 |
| Harris, Fred A., R. No. 1 | 34F2 |
| Harris, John C., R. No. 2 | 40F5 |
| Hartinger, George, R. No. 2 | 36F3 |
| Harvey, Allie, Res. | 119 |
| Harvey, Bill, Res. | 177J |
| Harvey, Ermie, Res. | 161M |
| HARVEY'S LUMBER COMPANY | 111 |
| Hatchery, Bonek | 113 |
| Hause, Lloyd, Res. | 161J |

Tony Nelson

Buyer of All Classes of Livestock

LIVESTOCK TRUCKER — DAILY SERVICE

Bruce, Wis. — Telephone 77

PATRONIZE YOUR ADVERTISER

The Kraft Shop

PHONE BRUCE 48-F-20

Highway 40 and Co. Trunk D

P. O. New Auburn, Wis.

ISLAND LAKE'S LITTLE SUPER MARKET

Standard Dependable Service - Groceries - Meats
Sporting Goods, Etc. — Mercury Motors Sales and Service

A. E. WILLIS, Proprietor

| | |
|---|------------|
| Hawley, Myron, Res. | 25W |
| Hayden, Dale, R. No. 1 | 55F11 |
| Hayden, Lynn, Res. | 16F11 |
| Hayden, Mrs. Ralph J., R. No. 1 | 55F21 |
| Heath, Sherman, R. No. 1 | 43F31 |
| Heintz, James L., R. No. 2 | 164F22 |
| HELMER IMPLEMENT | 130 |
| Helmer, John, Res. | 88J |
| Hemphill, Arnold, Res | 114 |
| Hemphill, Fay, Res. | 11 |
| HEMPHILL'S GARAGE | 11 |
| HENDRICKS BROS. AUTO SALES | 21 |
| Hendricks, Leonard "Chick," Res. | 149 |
| Hendricks, Chris, Res. | 146 |
| Hendrickson, Mrs. Grace, Res. | 44J |
| Hess, Albert, R. No. 2 | 30F11 |
| Hilten, Lester, R. No. 1 | 43F5 |
| Hinaus, Earl, Res. | 172 |
| Hinaus, Owen, R. No. 1 | 96J |
| Hinkle, F. Ray, Ladysmith, R. No. 2 | 72F2 |
| Hobart, Lyle, R. No. 2 | 13F5 |
| Hoffelt, Edmund, R. No. 1 | 43F20 |
| Hoffland, Matt, Res. | 86W |
| Howard, E. L., Res. | 107 |
| Hudson, C. J., R. No. 2 | 33F4 |
| Huiras, Paul, R. No. 2 | 22F20 |
| Humber, Mrs. George, Res. | 68W |

Robert Bresina & Sons

LEINENKUGEL — OLD STYLE — PABST

Telephone 656

Ladysmith, Wis.

PATRONIZE YOUR ADVERTISER

Bruce Hardware Company

Complete General Hardware

Electrical Appliances

Paints

Bottle Gas Stoves

Sporting Goods

HAROLD HARTWIG & RUSSELL NELSON, Owners

Telephone 4W

Bruce, Wisconsin

I

| | |
|--|--------------|
| Imalone Tabernacle, R. No. 1 | 52F12 |
| IMALONE TAVERN (Charles Thorpe) R. No. 1 | 52F11 |
| Irwin, Ivan, Res. | 176 |
| Island Lake Resort (Jacobi's), New Auburn, R. No. 3 | 48F3 |
| Island Lake Store, Resort, Taveren (Mrs. Bentz), N. Aub., R. No. 3 | 48F30 |
| Iverson, Mrs. Mary, Res. | 87M |
| Iverson, Ole, R. No. 1 | 32F11 |
| Iverson, Otto, Res. | 41W |

J

| | |
|--|-------|
| Jacobi, John J., New Auburn, R. No. 3 | 48F3 |
| Jacobson, Helmer, R. No. 2 | 22F4 |
| Jandrt, Mrs. Rudy, Res. | 85J |
| Janowski, George, R. No. 2 | 22F2 |
| Jaskowiak, Arthur | 178 |
| Jaskowiak, Robert, Res. | 109 |
| Jenkins, Ralph D., Res. | 20J |
| Jenkins, Ralph D., office | 20W |
| Jensen, Mrs. Bert, R. No. 1 | 51F4 |
| Jewelry and Watch Repair Shop | 155 |
| Johnson, Clarence, R. No. 2 | 22F21 |
| Johnson, Ferdinand "Fordie," Res. | 137W |
| Johnson, Forest, Weyerhauser, R. No. 2 | 53F30 |
| Johnson, Oscar, Res. | 92 |
| Jones, Mrs. Lynn, Res. | 41R |
| Joyner, Mrs. Sarah, Res. | 68R |

NAME BRANDS

Fairbanks Morse Pumps — Stanley Tools — Hot Point Appliances

Hoover Vacuum Cleaners

Kent's Ace Store

TRAINED PERSONNEL



Telephone 55

Ladysmith, Wis.

PATRONIZE YOUR ADVERTISER

F. M. Stevens & Sons

TRUCK AND SHOVEL SERVICE
BASEMENT EXCAVATING AND TRENCHING
CONCRETE GRAVEL - WASHED ROCK AND SAND
FILL DIRT - CINDERS

Phones 13F12, 13F4, 137J

Bruce, Wis.

K

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