

TELEPHONE DIRECTORY

for

BRUCE

AREA
CODE
715



FIND IT FAST
IN THE
**YELLOW
PAGES**



EMERGENCY NUMBERS — INSIDE FRONT COVER

BRUCE TELEPHONE COMPANY INC. • MAY 1966

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 ----- **868-2278**

SHERIFF

Rusk County ----- **Ladysmith 532-3440**
(Long Distance Charge Applies)

AMBULANCE

Mirr Funeral Home ----- **868-4155**

F. B. I.

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

INFORMATION ----- **Dial "0" Operator**

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 "0" Operator**

TELEPHONE BUSINESS OFFICE

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

If No Answer Call ----- **868-4095**

WARNING

Wisconsin State Law (Statute 941.34) 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 and 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 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.

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.

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.

DIRECTORY

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.

RATES, RULES AND REGULATIONS

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

HOW TO USE THE DIAL TELEPHONE

Dialing Procedure

Your dial telephone is fully automatic and easy to use. Always obtain the correct number you wish to dial from the latest issue of the telephone directory. Assume the number you wish to call is 868-2995.

First remove the receiver and listen for the Dial Tone (a steady "humming" sound). Once heard, you may dial your desired number in the following manner.

One: With the receiver to your ear, place your finger in the opening in the dial over the first numeral of your called party's number. In this case, it would be "8". Pull the dial around, clockwise, until your finger strikes the finger stop. Release the dial, allowing it to return without interference.

Two: In the same manner, dial the remaining numerals in the order in which they appear in the directory. In using the above number, you would then dial "6-8-2-9-9-5".

If a mistake is made in dialing, it will be necessary to hang up and dial the COMPLETE number again.

"RINGING" AND "BUSY" SIGNALS

After you have completed dialing your called party's number, you will hear either a "Ringing Signal", indicating your called party's telephone is ringing, or a "Busy Signal", indicating that the number you are calling is in use. When hearing a "Ringing Signal", remain on the line until your called party answers his telephone. If, after a reasonable length of time, your called party does not answer, hang up and place your call at a later time. When hearing a "Busy Signal", it will be necessary to hang up, wait a few moments, then re-dial your called party's number. The "Busy Signal" will not cease by remaining on the line. To distinguish between these two signals, the "Ringing Signal" is an intermittent "Burr-rr-ing" sound, while the "Busy Signal" is a continual "Buzz-buzz Buzz-buzz" sound.

TIMING OF LOCAL CALLS

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.

HOW TO CALL A PARTY ON YOUR LINE

All rural telephones are equipped with a Push-button, 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.

On both rural and urban party lines the first five (5) numerals designate the party. When dialing a number with the first 5 numerals the same as the first 5 numerals of your own number, remove the receiver from the hook and listen for the dial tone. Then dial the directory number. When you complete dialing the number you will hear a busy signal. Hang up the receiver, and allow your called party's telephone to ring for about 10 seconds. Remove receiver and wait for the called party to answer. If on a rural line, 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.

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

LONG DISTANCE RATES and SERVICE

BARGAIN TIME RATES

— ON CALLS OUTSIDE WISCONSIN . . .

\$.90 is the most you can pay for a 3 minute station-to-station call anywhere in the continental United States after 8:00 P.M. daily and all day Sunday.

\$1.50 is the most you can pay for a 3 minute station-to-station call anywhere in the continental United States between 6:00 P.M. and 8:00 P.M. daily and all day Saturday.

— ON CALLS WITHIN WISCONSIN . . .

75c WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call between 6:00 and 8 p.m. and all day Saturday.

45c WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call after 8:00 p.m. and all day Sunday.

75c WITHIN WISCONSIN is the most you can pay for a 10-minute station-to-station call after 8:00 p.m. and all day Sunday.

All rates subject to tax.

TYPES OF CALLS

STATION-TO-STATION service is the simplest form of long distance service and consequently is completed with the greatest speed and at the lowest cost. This class of service may be used where it is satisfactory to establish connection with anyone who answers the called telephone. The rates for station-to-station calls are less than the rates for person-to-person calls.

PERSON-TO-PERSON service is the form of long distance service used to reach a particular person. The rates for person-to-person calls are somewhat higher than the rates for station-to-station calls.

COLLECT CALLS — If you wish the Person you are calling to pay the charges, please notify the operator when you place the call. This may be done on both station-to-station and person-to-person calls.

OVERSEAS CALLS — Calls to practically all the world's telephones can be made from your telephone. Information on countries which can be called and rates may be obtained from the Long Distance operator. Reduced rates apply on calls to many countries during night hours and on Sundays.

CONFERENCE CALLS — Long Distance conference service permits connecting to your telephone persons in different cities at the same time. Ask Long Distance for the conference operator.

LONG DISTANCE IS THE NEXT

BEST THING TO BEING THERE

BRUCE

Alphabetical Telephone Directory

A

Abbotts Haulers	868-3255
Adams Arthur H r RFD 2	868-3459
Adams Billy r RFD 2	868-2307
Adams John L r RFD 1	868-2430
Adams Lewis r RFD 2	868-3872
AL CAP'S AMACOY LAKE RESORT RFD 2	868-2139
Alstad Bjarne r RFD 2 Ladysmith	868-2729
Alvey Evelyn Mrs r	868-2055
Alvey Sam r RFD 1	868-2162
Alvey Selmer r RFD 2	868-4055
Amacoy Lake Motel RFD 2	868-2335
Amacoy Store RFD 2	868-2332
Amberger Robert r RFD 1	868-2834
Amble Thomas Mrs r RFD 2	868-2137
AMERICAN BREEDERS	*868-4425
American Cancer Society	*868-2990
American Gas Co of Wis Inc—Owen Dial "Operator" and ask for	Enterprise 1941
(No Toll Charge for Enterprise Calls)	
ANDERSON ERNEST trucker RFD 1	868-2323
Anderson Gary r	868-2155
Anderson George r RFD 1	868-4385
Anderson Jessie Mrs r RFD 1	868-2555
Anderson Lester & Leonard r RFD 1	868-3991
Anderson Raymond r RFD 1	868-3865
Apker Reine Mrs r	868-2873
Applebee Dean r	868-3500
Arnold Lila Mrs r	868-2393
Atkinson Bruce Mrs r RFD 1	868-3986
Atwood Charles Sr r RFD 2	868-3870
Atwood Dale r RFD 2	868-3871
Atwood John r RFD 2	868-3877
Atwood Ronald r RFD 2	868-3931
Austin's Motor Court	868-3025

B

Babinsky Henry r RFD 1 Ladysmith	868-3594
BADGER OIL CO	868-3445
Bahnsen Leon r RFD 3 New Auburn	868-2579
Balin Charles r RFD 3 New Auburn	868-4089
Bartlett M C r RFD 2	868-2361
Bauer Mervin r	868-4585
Beaulieu Adelor Mrs r RFD 1	868-2265
Beaulieu Darrell r RFD 1	868-4002
Bebie Frances Mrs r	868-3612
Beebe Mary Mrs r RFD 2	868-3893
Beebe Roy r RFD 2	868-3898
Behrendt Carol r	868-2871
Beilfuss Bert r	868-3575

Benik Robert r	868-4495
Bennett Vernon r RFD 1	868-3533
Bennor Walter r RFD 1	868-2375
Benson Amiel r	868-2415
Benson Arthur r RFD 1	868-3155
Benson Donald r RFD 1	868-3966
Benson Esther Mrs r RFD 1	868-2513
Berg Allan r	868-4445
Berseth Jerry r	868-3745
Bessler Ray r	868-2872
Beyer Clifton r RFD 1	868-2377

BILL'S NORTH STAR SERVICE

"We honor all credit cards"

RFD 2	868-4265
BIRCHWOOD RESORT RFD 2	868-3936
Blankenship Mark r RFD 2	868-3487
Blazek James upholsterer RFD 1 Ladysmith	868-2372
Blix Clifford r	868-2705
Blodgett Lyle r RFD 1	868-2534
Blodgett Howard r RFD 1	868-2326
Bocek Paul J r RFD 1	*868-3105
Boehmer Malinda Mrs r	868-3365
Bollman James r RFD 2	868-3925
Bollman Myrtle Mrs r RFD 2	868-3927
Bonek Harry r RFD 1	868-2533
Booher Charles LeRoy r RFD 1	868-2517
Booth Gerald r	868-3605
Brainerd Harry r RFD 2	868-3948
Brainerd Lyman r RFD 1	868-3998
Briggs James H r RFD 1	868-3205
Briggs William r	868-2853
Broad Ralph r RFD 2	868-3889
Bruce Beauty Shop	868-2035
Bruce Blacksmith Shop	868-4175
Bruce Block Co (Cliff Moore)	868-4045
BRUCE BOWLING CENTER	868-2495
Bruce Cafe	868-2465
BRUCE CLOTHING STORE	868-2975
BRUCE ELECTRIC SHOP	868-2945
BRUCE HARDWARE	868-2045
BRUCE JEWELRY—TELEVISION & APPLIANCES	868-3555
BRUCE LUMBER & SUPPLY	868-3115
Bruce News-Letter	868-2195
Bruce Plumbing & Heating	868-4415
Bruce Post Office	868-4215
BRUCE PROCESSING & MEAT MARKET	868-2741
Bruce Public Schools	868-2585
Garage	868-3435
BRUCE TELEPHONE CO	868-2995
Manager's Residence	868-4095
BRUCE TEXACO	868-3175
Bruce Theatre	868-3235
Bruce Village Hall	868-2185
Bruhn Theodore r RFD 2	868-2282
Bryant Leslie r RFD 2	868-2305
Buchholz Feed Store	868-2735
BUD'S SUPER SHELL STATION	868-3005

Burgh Robert r RFD 1	868-3981
Burlingham Harold r RFD 1	868-2371
Burns Darwin r RFD 1	868-2550
Burns Lillian Mrs r RFD 1	868-3362
Burt William livestock breeder RFD 2	868-2951
Button Lucille Mrs r	868-2516

C

Callies George Mrs r	868-4221
Cameron Russell r RFD 2	868-2558
Campbell H W Mrs r	868-2885
Canaday William r RFD 2	868-4101
Cancer Society—American	*868-2990
Carr John Jr r RFD 1	868-2961
Carr John "Jack" Sr r	868-2782
Carter Stanley r	868-3775
Case Lawrence r RFD 2	868-2957
Catholic Rectory	*868-3475
Chandler Ray W r RFD 1	868-3956
Chippewa Falls Rendering Co	*868-4095
Christianson Audie L Jr r RFD 1	868-3154
Christianson Donald r RFD 1	868-3151
Church of Christ parsonage RFD 3 New Auburn	*868-2572
Clark William r RFD 2	868-2559
Clark Willis r RFD 2	868-3868
Clausen Harold r RFD 1	868-4003
Clausen Herman r	868-3275
Clough Clarence r RFD 2	868-3887
Coleman Wallace r RFD 2	868-3045
Compton Elvira Mrs r	868-4601
Compton Herbert r RFD 2	868-2285
Conover Fred Mrs r RFD 2	868-3869
Corderman Alvin r RFD 2	868-3932
Creighbaum Rex Mrs r RFD 2	868-3923

D

Daily John r	868-3415
Daily Vacation Bible School at Imalone RFD 1	*868-2370
Dairyland State Bank	868-2175
Daniels Dean r RFD 1	868-3106
Daniels Irvin r RFD 1	868-2568
Daniels Otel Mrs r RFD 1	868-3405
Dappen Glen r RFD 2	868-3902
Dauer Carl r	868-3693
Daufenbach Carl r RFD 2	868-3890
David Alfred r RFD 1	868-3961
Davis Lester r	868-3265
Davison O L Mrs r	868-3631
Dearhamer Chloe Mrs r	868-3121
Dearhamer Lloyd r RFD 2 Weyerhauser	868-3970
Dearhamer Ralph r RFD 1	868-3967
Debner Michael r RFD 1	868-2962
Dietlein W F r RFD 3 Auburn	868-2481
Dillivan Warren r RFD 1	868-3988
Doorn Louis r RFD 1	868-3995
Doorn Robert r	868-3525

Drake Wesley r RFD 1	868-3673
Draus John r RFD 2	868-3484
Drause Charles r RFD 2	868-4191
Duffey John R Dr cottage RFD 2	868-3938

E

Effertz Henry r RFD 1	868-2537
Effertz John r RFD 2 Weyerhauser	868-4182
Effertz Matt r RFD 2 Weyerhauser	868-4186
Egerer A W r	868-3615
Eggleston Leonard r RFD 2	868-3644
Eidahl Ray r	868-2025
Eidahl's Clover Farm Store	868-2075
Eke Berger r RFD 2	868-3945
Ellison Reeve r	868-2595
Elwood Perry r	868-2391
Engel John J r RFD 1 Ladysmith	868-2379
Evenson Ralph r	868-3633
Ewald Clayton Transfer	868-3015
Ewald Kenneth r	868-2385
Ewald Harold r RFD 1	868-3671

F

Falch David r	868-2205
Farmer's Store	868-2125
Fawley Earl r RFD 2	868-2288
Fawley Joe r RFD 1	868-2514
Federated Church Parsonage	868-3565
Office	*868-3565
Federle Joseph r	868-4545
Feller Arnold r	868-2940
Feller Robert r	868-4485
Felton Trueman r RFD 2	868-4654
Ferr Stanley r RFD 2	868-3481
Fetke Henry A Jr r RFD 1	868-2564
Fetke Henry H Sr r RFD 1	868-2560
Fetting Barry r RFD 1	868-2436
Fetting David r RFD 1	868-2401
Fetting Dennis r	868-3705
Fetting Manly r RFD 1	868-2320
Fetting Robert r RFD 1	868-2638
Figura Machine & Plastic Works	868-2615
Figura Michael r RFD 2	868-2136
Figura Wm r RFD 2	*868-3876
Figura Well Drilling & Repairs RFD 2	868-3876
FIRE CALLS	*868-2345
Fleuter Carl Mrs r RFD 2	868-3930
Flohr Gust r	868-3523
Flohr Richard r RFD 1	868-3733
Frank's Bait Shop RFD 1	*868-2529
Frenzel George r RFD 1	868-2522
FRIENDLY RESORT RFD 3 New Auburn	868-2575
Frisinger Beryl Mrs r RFD 1	868-2438
Frisinger Wallace r RFD 1	868-2439
Fryzstak Frances Mrs r RFD 2	868-4171
Fuglsang John r	868-2762
Fults Harold r RFD 2	868-2280
Funk Blanche Mrs r	868-2445

G

Gamble Store	868-2065
Gapinski Stanley r RFD 1	868-2523
Gatten Pastor Ted r RFD 1	868-3996
Gauthier Henry r RFD 3 New Auburn	868-4081
Gavin Daniel Jr r	868-4645
Gavin Genevieve Mrs r RFD 2	868-4162
Geraghty C E r	868-2491
Gerken Kurt Sr r RFD 2	868-3641
Ginzer Rose Mrs r RFD 1 Ladysmith	868-3595
Girard Art r RFD 2	868-3920
Glotfelty Herman r RFD 2	868-2287
Gochee Ed r RFD 1	868-3990
Goff Earl r RFD 2	868-3875
Goff Herbert r RFD 2	868-3878
Gohde Lewis r RFD 2	868-2407
Goin Gene r RFD 1	868-2633
Goins Harvey r RFD 3 Ladysmith	868-2368

GORDON FERGUSON MANUFACTURING CO

Sewing Room	868-2605
Gordon Herbert r RFD 1	868-2831
Granger Herschel r RFD 2	868-3879
Graves Floyd r RFD 1	868-2431
Graves Sydney r RFD 1	868-2520
Green Acres Resort RFD 3 New Auburn	868-2576
Grensing Carl r RFD 2	868-4295
Grensing Darrell r RFD 3 Ladysmith	868-2360
Grensing Walter r RFD 2	868-2363
Grieve Alvera Mrs r RFD 2	868-2362
Grubb Albert r RFD 1	868-2521
Gudis Charles r RFD 2 Ladysmith	868-2272
Gudis James r RFD 2	868-3882
Gudis John r RFD 1	868-2324
Gundt Everett r RFD 2	868-2675
Gunn Clayton r RFD 3 New Auburn	868-4088
Gunn Frank Mrs r RFD 3 New Auburn	868-4086

H

Haasl Edward r	868-2761
Hagerty G A attorney	868-2645
Residence	868-2775
Hallum B C r RFD 3 New Auburn	868-4084
Hamilton Elmer Mrs r	868-2781
Hansen Alvin r RFD 2	868-4297
Hansen N Y r	868-2785
Hanson Bennie Monuments & Markers RFD 2	868-3665
Harris Chester Mrs r RFD 2	868-2406
Harris John C Mrs r RFD 2	868-2403
Harvey Allie Mrs r	868-3195
Harvey Bill r	868-3845
Harvey Carolyn Mrs r RFD 1	868-2165
Haskins Robert r RFD 2	868-2303
Hassmann Robert r	868-2473
Hause Lloyd r	868-2262
Hawley Myron r	868-2255
Hayden Dale r RFD 1	868-2551
Hayden Lynn r RFD 1	868-2163
Hayden Olga Mrs r RFD 2	868-2552

Heath Sherman r RFD 1	868-2432
Hein Implement Co	868-2455
Heintz James L r RFD 2	868-3643
HELMER IMPLEMENT CO RFD 1	868-3305
Helmer John r RFD 1	868-3300
Hemphill Arnold r	868-3145
Hemphill Fay Radiator Service	868-3215
Hemphill William r RFD 2	868-2304
HENDRICKS BROS AUTO SALES	868-2095
Hendricks Chris r	868-3465
Hendricks Leonard "Chick" r	868-3495
Hendrickson Larry Rev r	*868-4451
Hennekens Fred r RFD 2	868-4303
Hess Albert r	868-2882
Hilten Lester r RFD 1	868-2433
Hinaus Earl Mrs r	868-3725
Hinaus Owen r	868-2746
Hite Robert r RFD 3 New Auburn	*868-2576
Hoar John r	868-3815
Hoeft Bernard r RFD 1	868-3993
Hoeft Edward r RFD 1	868-2527
Hoeft Frank r RFD 1	868-2529
Hoffelt Edmund r RFD 1	868-4005
Holly Frank r RFD 2 Ladysmith	868-2726
Holly Walter r RFD 2	868-2364
Holm Richard r	868-3261
Holmes William r RFD 2	868-2405
Hoople Byron r RFD 2	868-3939
House Gilbert r	868-3771
Huiras Paul r RFD 2	868-2958
Huml Louis r	868-4235
Huntington Ed r RFD 2	868-3647

I

Imalone Bible Church RFD 1	868-2370
Island Lake Church of Christ RFD 3 New Auburn	*868-2572
ISLAND LAKE RESORT RFD 3 New Auburn	868-2571
Iverson William r	868-3135

J

Jacobson Edward M Dr optometrist Office 122½ N Main	Rice Lake 234-3113
Jaenke Arthur & Otto r RFD 2	*868-3649
Jafolla Dorothy Mrs r RFD 2	868-3642
Janikowski Stanley r RFD 3 New Auburn	*868-2578
Janoszek Joe r RFD 2	868-3458
Janowski George r RFD 2	868-2955
Jaskowiak Stanley r RFD 2 Weyerhauser	868-4183
Jay Norma r RFD 1	*868-2370
Jenkins Ralph D r	868-3345
Jenson LeRoy r	868-4465
Jerry's Log Bar	868-4635
JOE'S STANDARD SERVICE	868-4425
Johnson Albert C r RFD 2	868-2412
Johnson Forest r RFD 2 Weyerhauser	868-2535

Johnson Gene r RFD 1	868-3150
Johnson Gwenn Mrs r RFD 1	868-3960
Johnson Helen & Ruth r RFD 2	868-3456
Johnson James r RFD 1	868-2920
Johnson John Alfred r RFD 2 Ladysmith	868-2725
Johnson Laura Mrs & Vernon r RFD 1	868-3152
Johnson Luella r RFD 2	868-3648
Johnson Oscar trucker	868-2925
Johnson Robert r RFD 3 New Auburn	868-2483
Jones Earnest r RFD 1	868-2512
Jones Ronald r RFD 2	868-4659
Joyner Allen r RFD 1	868-3866
Joyner Duane r	868-2911
Joyner Elmer r RFD 1	868-2531

K

Kahn Frank r RFD 2	868-3862
Kaitul Julian P r RFD 2	868-3940
Karis Ernest r	868-2841
Karpuleon Leroy D r RFD 2	868-2954
Keeley Lillian r RFD 2	*868-3936
Keith Edgar r RFD 2	868-2673
Keith John r RFD 2	868-2306
Keith Perry Mrs r	868-4501
KEITH RODNEY INSURANCE AGENCY	868-3765
Kelley J O r RFD 1	868-2832
Kelley Jack r RFD 1	868-2373
KEN'S CAFE & TRUCK STOP RFD 2	868-9245
Kernwein Al r RFD 2	868-3942
Kisling Allen r RFD 2	868-2413
Kisling Clara Mrs r	868-3503
Klaar Otto r RFD 3 New Auburn	868-4369
Klarkowski Ambrose r	868-2913
Klein Maurice r RFD 1	868-3325
Klund's Harlowe Resort RFD 2	868-3640
Knudson Radio & TV Service RFD 2	868-4555
Kohler Leslie r RFD 1	868-3781
Kopras Edmund r	868-3701
Kosnak Si r RFD 2 Weyerhauser	868-4181
Kostick Alois r	868-4595
Kovacevich John r	868-3715
Kovacevich Nick r RFD 2	868-2553
KOZEL'S FIRESIDE LODGE RFD 3 New Auburn	868-4085
Kraeuche George r RFD 1	868-3987
Kraft Shop RFD 3 New Auburn	868-2578
Kramer Harold r RFD 3 New Auburn	868-4367
Kramer Raymond r RFD 2	868-2355
Kramer Robert r RFD 2	868-4103
Kramer Vernon r RFD 3 New Auburn	868-2488
Krebs Rudolph r RFD 1	868-2164
Krug Arthur r RFD 2	868-3874
Krzyzaniak Stella Mrs r RFD 2 Weyerhauser	868-4187

L

LaBlonde E C r RFD 2	868-3943
LaBrie Adolph r RFD 3 Ladysmith	868-2365

LADYSMITH FLOWER SHOP & GREENHOUSE

909 1st south _____	Ladysmith	532-6070
(Long Distance Charge Applies)		
If no answer call _____	Ladysmith	532-3062
(Long Distance Charge Applies)		
Lahr Leo r RFD 1 _____		868-3158
Lake Superior District Power Co		
Thornapple Plant RFD 3 _____	Ladysmith	868-2366
For Service Call _____	Ladysmith	532-6226
(Long Distance Charge Applies)		
Lalan Jack r RFD 1 _____		868-3185
Lambert Dale r RFD 2 _____		868-3949
Lancaster J L Col r RFD 2 _____	Ladysmith	868-3896
Langhoff Del r RFD 1 _____		868-3581
Larson Minnie Mrs r RFD 1 _____		868-3101
Laverne Diane Mrs r RFD 1 _____		868-3989
Leatherman Irvin r RFD 2 _____	Weyerhauser	868-2536
Leatherman Walter r _____		868-3225
Lee Joseph B Mrs r RFD 2 _____		868-3873
Lehman LaVerne r RFD 2 _____		868-3929
Lehman William r _____		868-2472
Leon's Texaco _____		868-3125
Lepley Lynn r RFD 1 _____		868-4001
Lepley Robert r _____		868-2825
Liazuk Dean r RFD 2 _____		868-2333
Lindau David r _____		868-3075
Lone Pine Lodge RFD 2 _____		868-3450
Long Elmer r _____		868-2203
Loomis Charles r RFD 1 _____		868-3153
Loomis Seth r RFD 1 _____	Ladysmith	868-3599
Lorenz W F r RFD 2 _____		868-3880
Loux Henry r RFD 2 _____		868-3452
Lowman O J Mrs r RFD 3 _____	New Auburn	868-2574
Lundgren Axel r RFD 1 _____		868-3999
Lysdahl F W r RFD 2 _____		868-2339

M

MacArthur Dougal r RFD 1 _____		868-3963
MacARTHUR HOTEL _____		868-2625
MacArthur Lyall r RFD 1 _____		*868-3961
MADDOCKS' DRUG STORE _____		868-2805
Maddocks Raymond r _____		868-3681
Madison Jerry M r RFD 2 _____		868-3455
Mahoney Basil r RFD 2 _____		868-3935
Malaise Clayton r _____		868-4035
Manderfeld Ed r RFD 2 _____		868-3881
MANOSKY DAVID J tel co mgr ofc _____		868-2995
Residence _____		868-4095
Mansky Roman r RFD 1 _____		868-3157
Martin Gerald M r RFD 2 _____		868-2337
Martindale Donald r RFD 2 _____		868-2286
Martindale Harold r RFD 2 _____		868-2131
Martindale Robert r RFD 2 _____		868-3886
Martindale Walter Mrs r RFD 2 _____		868-2132
Martindale's 40 & 8 Drive In _____		868-4525
Mason Gilbert r RFD 3 _____	New Auburn	868-2573

Mattison Glenn r RFD 1	868-3107
Mattison Lew r RFD 1	868-3105
Mattison Richard r RFD 1	868-3973
Mayer Neil r RFD 1	868-3965
Mayou Carl r RFD 2 Ladysmith	868-2722
McCann Allen r RFD 1	868-3861
McCracken Harold r RFD 3 New Auburn	868-2485
McCrackin Ernest r RFD 3 New Auburn	*868-2571
McCrillis John H r RFD 2	868-3451
McDonald B J r	868-3065
McDonald Edward r	868-3795
McELRAVY-GEIER FUNERAL HOME INC	
120 Fritz av East	Ladysmith 532-3744
(Long Distance Charge Applies)	
McGinnis Chester r RFD 1	868-2562
McHugh York r RFD 2	868-3488
McLean John r RFD 2	868-3926
Mead Ben r	868-2811
Mead Earl r RFD 1	868-2328
Meier Edward r RFD 2	868-2331
Meisegeier Edward Dairy Products RFD 2	868-3895
Meisegeier Gary r RFD 2	868-4294
Miller Ernest r RFD 2 Ladysmith	868-2276
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Milutinovich Milo r	868-3515
Miniatt E L Jr r RFD 1	868-2837
Miniatt E R Sr r RFD 1	868-2836
MIRR FUNERAL HOME	868-4155
"If No Answer Call Collect"	Ladysmith 532-5420
Mirr Ralph r	868-4675
Mizener Elzie r RFD 2 Weyerhauser	868-3974
Moberg William Leonard r	868-4245
Mohlenbrink Henry r	868-2681
Moon Howard r	*868-3095
Moon Nyle r	868-3090
MOON OIL COMPANY	868-3095
Moore Clifford trucker	868-4045
Moore Seth r RFD 1	868-3962
Moore Stanley R Jr r RFD 1	868-3863
Moore Stanley Sr r RFD 1	868-2556
Morrisette Clara L Mrs r	868-3692
Morton Glenn A r RFD 2	868-2336
Moser Orval r	868-2843
Myers James Mrs r RFD 2 Ladysmith	868-2728

N

Nachtwey W J Mrs r RFD 1	868-3955
Nathaniel Lutheran Church	868-4455
Parsonage	*868-4451
Nelson Elmer r RFD 1	868-3104
Nelson Gilbert r RFD 2 Ladysmith	868-2274
Nelson Larry r RFD 1	*868-3104
Nelson Mary Mrs r	868-2862
Nelson Morris Mrs r RFD 2 Ladysmith	868-2279
Nelson Russell r	868-4410
Nette Gertrude Mrs r RFD 2	868-3649

Nielsen Charles r RFD 1 Ladysmith	868-3592
Nielsen Philip r RFD 1 Ladysmith	868-3591
Noller John r	868-2411
North Star Dairy	868-2295
NORTHERN PROVED SIRE SERVICE	
103 W Worden av Ladysmith	868-4425
Northwest Mink Ranches Inc RFD 1	868-3581
If No Answer Call	868-3580
Northwestern Loan Corporation	868-3385
Novak Ray r	868-3691
Novander Richard r	868-2933

O

Oberling R W r RFD 2	868-4652
Olesiak Walter r RFD 1	868-3976
Oleson Orville r RFD 2	868-2369
Oleson Grace Mrs r	868-3263
Olson Freebert r RFD 1	868-2435
Olson Ralph r RFD 2	868-4292
Olson Paul r RFD 1	868-3159
Opletal Bessie Mrs r RFD 2	868-3645

P

Paddock Charles r RFD 1	868-3978
Paddock Nathan Mrs r RFD 1	868-2434
Paddock Thomas r RFD 1	868-2635
Paszak Bill r RFD 1	868-2518
Peavey Harold r RFD 2	868-3453
Perkovich Michael r	868-2684
Perry J B r RFD 1	868-3992
Peter Pan Cleaners	868-3355
Peters Ralph r	868-4025
Peterson Roy N r	868-2475
Peterson Elmer Mrs r RFD 2	868-3821
Peterson Elmer r	868-2261
Peterson Glenn r RFD 1	868-2634
Peterson Henry J r RFD 2 Ladysmith	868-2724
Peterson Leland r RFD 2	868-3085
Peterson William r RFD 2 Ladysmith	868-2275
Pfefferle Ray Mrs r RFD 2 Ladysmith	868-3892
Pine Grove Tavern RFD 2	868-4290
Pinney B A r	868-3694
Pinnow Bernard r RFD 2	868-2367
Plaskey John Mrs r RFD 2	868-4347
Plaszcz Frank r RFD 2	868-3485
POLICE	868-2278
If No Answer Call	868-2185
Ponsler Charles r RFD 1	868-2471
Post Office	*868-4215
Powers Duane r RFD 2	868-4255

Q

Quade Donald r RFD 1	868-2515
Quinn Albert r	868-3280
Quinn Larry r	868-3521
QUINN OIL CO	868-3285

R

Radka Walter J airdale kennels	
RFD 1 Ladysmith	868-3597
Ramsey John W r	868-2855
Rasmussen Lyle r RFD 1	868-2510
Rayment C A r RFD 2	868-4651
Reichel Andy r RFD 1	868-2639
Reichel Clayton r RFD 1	868-2528
Reichel George r RFD 1	868-2630
Reichel Henry r RFD 1	868-2636
Rethwisch Harold r	868-4663
Reynolds Clifford r RFD 2	868-4296
Richardson Mark r RFD 2	868-3928
Robbins Elmer r RFD 1	868-3994
Robinson Charles r RFD 1 Ladysmith	868-3596
Robinson Jerome r RFD 1 Ladysmith	868-3593
Rogney Shirley Mrs r	868-4535
Rolstad Virgil L r	*868-3634
Root Byron r RFD 2 Ladysmith	868-2720
Root Ross Mrs r	868-4271
Ruff Frank r	868-2685
Rurup Francis r	868-4275
Ryall Arthur r RFD 1	868-2835
Ryall Ike r RFD 1	868-2830

S

Sabye Arthur r RFD 3 New Auburn	868-2484
St John Norma Mrs r RFD 3 New Auburn	868-4080
St Louis Maurice Mrs r	868-2683
St Mary's Catholic Church	*868-3475
St Mary's Catholic Rectory	868-3475
SAM'S SPORTING GOODS STORE	868-4435
Sauer Donald r	868-3295
Scheel Carl r RFD 1 Ladysmith	868-3598
Schiessl Adam r RFD 2	868-3883
Schillinger Ernest r RFD 2	868-3921
Schipper Robert Rev r	*868-3475
Schmidt William r	868-3675
Schmitz Henry r RFD 1	868-4000
Schott Alex r RFD 1	868-2526
Schroeder Alfred r RFD 2	868-2301
Schroeder Irvin r	868-2935
Schultz E H dentist RFD 1	868-2985
Schultz Elizabeth r	868-4285
Schultz Robert r	868-2665
Schwock Donna Mrs r	868-4272
Scoles Jack r RFD 1	868-3997
Scott Ray r RFD 3 New Auburn	868-4362
Scrivner Edward F r RFD 2	868-2956
Selinske Edward r	868-4205
Severin Harold Mrs r RFD 2	868-2408
Severin Ross r	868-2460
Shearman Gladys r RFD 1	868-3980
Sheffield Richard r RFD 2	868-2672

Shock Zoe Mrs r RFD 2	868-2671
Shydowski Tony r RFD 2	868-3933
Sieck Jens & Amanda Mrs r RFD 1	868-3971
Siglin Jack r	868-3825
Sillman Richard Wagon Wheel RFD 1	868-2376
Silvernail Raymond r RFD 3 New Auburn	868-4083
Simpson Ernest r RFD 2	868-2959
Simpson William r	868-3635
Sims Archie (Nick) r	868-4121
Siverling Gerald r	868-2863
Sizemore Carol Mrs r	868-2861
Skafer Apartments	868-3655
Skar Thomas r	868-2895
Skogen Eldon r	868-3755
Slater Guy Mrs r	868-2763
Sleider Vincent r RFD 1	868-3984
Slesar E J r RFD 2	868-4299
Smith Gilbert r RFD 2	868-3888
Smith Harold r RFD 1	868-3864
Smith Hugh r RFD 2	868-2302
Smith John E r RFD 1	868-2519
Snowflake Hereford Ranch RFD 1	*868-2837
Sobkoviak Joseph Mrs r	868-2881
Soo Line Depot	868-2085
Sorensen Arlen r RFD 2	868-3480
Sorensen Hans C r	868-2682
Sorensen Rose r	868-4135
Sorenson Bud r	868-3363
Sorenson C A r RFD 2	868-3885
Sorenson Ira r RFD 1	868-2833
Spade's Resort RFD 2	868-2338
Spears Ernest r	868-3835
Spoolhoff Rense r	868-3262
Spoolhoof Case r	868-2932
Stahmann L E Mrs r	868-2105
STANDARD OIL CO	*868-2750
Stefczak Edmund r RFD 2	868-2138
STEFFEK MIKE TAVERN & STORE	
RFD 3 New Auburn	868-2570
STEHBERGER'S SUNNY SLOPE RESORT	
RFD 2	868-2134
Steindorf Clarence r RFD 2	868-2402
STERLING AGENCY insurance	868-3545
Stevens & Sons Truck & Shovel Service RFD 2	*868-3371
Or	868-4335
Stevens David r RFD 2	868-3486
Stevens Celia Mrs r RFD 2	868-4655
Stevens Harold r RFD 2	868-3934
Stevens Herbert r RFD 2	868-3884
Stevens Max r RFD 1	868-3371
Stevens Woodrow r RFD 2	868-4335
Stoll Fred E Jr r RFD 2	868-4082
Stone Herbert P Mrs r RFD 2	868-3937
Stratton Harold r RFD 3 New Auburn	868-2482
Stromberg Raymond r RFD 1	868-4384
SURGE SALES & SERVICE	*868-2045
Sutton Vernon C r	868-2013

Svoma James P r RFD 1	868-2557
Swada John r RFD 2 Weyerhauser	868-4188
Swaney John r RFD 2 Weyerhauser	868-4185
Swanson Melvin r	868-3425
Sweet Edna Mrs r RFD 2 Ladysmith	*868-3892
Szura Stanley r RFD 3 New Auburn	868-4087

T

Tabat Joe r RFD 2	868-4653
Tall Pines Trailer Court PO Box 65	868-4291
Taplin Gene Pastor RFD 3 New Auburn	868-2572
Tatro Dorothea Mrs r	868-2715
Tatro Mervin r	868-4212
Taylor Duane r RFD 2	868-4657
Taylor Larry r	868-4165
Taylor Roger r RFD 2	868-3947
Taylor Wayne r	868-2263
Templeton L W r RFD 1	868-3156
Texaco Bulk Oil Company	*868-3095
Thaler Calvin r RFD 1	868-3972
Thoms Gordon & Marie r RFD 3 New Auburn	*868-2575
Thorpe Charles W tavern RFD 1	868-2374
Tibbits Bethyl Mrs r	868-4231
Tiegs Florence Mrs r RFD 1	868-2965
Tiegs Otto r RFD 1	868-3103
Toepfer Louis r RFD 1	868-3672
Tomasovich Louis r RFD 2 Ladysmith	868-2727
Tomczak George C r RFD 2	868-2952
Towers Claire B r	868-2755
Towers Gilbert r RFD 1	868-3860
Towers Roland r	868-2750
Traczyk Martha Mrs r RFD 2	868-3489
Treffz Sam r RFD 2	868-4339
Triplett Archie r RFD 1	868-2327
Triplett Ralph r RFD 1	868-2322
Trott Byron r RFD 2 Ladysmith	868-2721
Truman Wayne r RFD 1	868-2532
Turner Charles Mrs r RFD 2	868-3941

U

United Parcel Service "Delivery Service"	
111 W Bridge	Wausau 845-1538
(Long Distance Charge Applies)	
Urmanski Frank r RFD 2	868-2281

V

Valiquette Victor A r	868-2695
Valley Carl r RFD 2	868-2409
Van Soelen John r RFD 2	868-2950
Vierck Jack Body Shop	868-3625
Village Hall	*868-2185
Voss Louis r RFD 2	868-2404
Vought Frank r RFD 1	868-2321
Vought Julia Mrs r RFD 1	868-3108
Vreeland Boyd & Pearl r RFD 1	868-2567
Vreeland Frank r RFD 1	868-4482
Vreeland Leon r	868-2915
Vreeland L A r RFD 1	868-2565

Vreeland Roy r RFD 1 ----- 868-2563
 Vreeland Wayne r RFD 1 ----- 868-2561

W

Wagon Wheel at Imalone RFD 1 ----- 868-2376
 Waite Ira r RFD 1 ----- 868-2524
 Waite Joe r ----- 868-2765
 Waite Lloyd r ----- 868-2912
 Walker C V r ----- 868-2545
 Washa Joseph r ----- 868-3055
 Washburn Lester r RFD 1 ----- 868-2566
 Weinberg Arthur r RFD 2 ----- 868-3924
 Weinberg Earl r RFD 2 ----- 868-3922
 Weinert Conrad Jr r RFD 2 Weyerhauser ----- 868-4180
 Weinert Karsten r RFD 1 ----- 868-3977
 Weinert Konrad r RFD 1 ----- 868-3979
 Weinert Walter r RFD 1 ----- 868-3975
 Weld Clifton Mrs r RFD 2 ----- 868-2554
 Weld Warren Mrs r ----- 868-2875
 Welty Robert E r RFD 2 ----- 868-3905
 Wester Blair Livestock r RFD 1 ----- 868-3801
 Wester Clair r RFD 2 ----- 868-3646
 Wester Ronald r RFD 1 ----- 868-2963
 Westlund Kenneth r RFD 1 ----- 868-4475
 Westlund Richard r RFD 2 ----- 868-4658
WHALEN M L DR physician ofc ----- 868-2425
 Residence ----- 868-2421
 White Archie r RFD 2 Ladysmith ----- 868-3897
 Wichman Henry r ----- 868-3611
 Wierzba Mike r RFD 2 ----- 868-3482
 Williams James r ----- 868-4142
 Willis Gladys Mrs r RFD 3 New Auburn ----- 868-2577
 Willoughby Leweldon r RFD 1 ----- 868-2325
 Wilson L E r RFD 2 Ladysmith ----- 868-2277
 Wisherd Ivan r RFD 2 ----- *868-4291
 Woldseth George Rev r ----- *868-3565
 Wonderspot Resort The RFD 2 ----- 868-2336
 Wood Bernard r RFD 3 New Auburn ----- 868-2489
 Wood Ray r RFD 2 ----- 868-3454
 Woodmansee George r ----- 868-3165
 Woodmansee Herbert r ----- 868-2315
 Woodmansee Robert r ----- 868-2655
 Woodmansee Roderick r ----- 868-3245
 Worrall Donald E Mrs r RFD 1 ----- 868-3968
 Wright Ivan r RFD 1 ----- 868-4004

Y

Yetter Durene Mrs r RFD 1 ----- 868-2511

Z

Zebro Albert r ----- 868-3035
 Zebro Harold r ----- 868-3613
 Zehner Howard r ----- 868-3695
 Zelm Arnold r RFD 2 Ladysmith ----- 868-2278
 Zielke Henry r ----- 868-2442
 Zietz Ervin r RFD 1 ----- 868-2637
 Zimmerman Andrew r RFD 2 ----- 868-4319
 Zimmerman Helen Mrs r RFD 3 New Auburn ----- 868-2486
 Zimmerman Larry r ----- 868-2845
 Zimmerman Richard r RFD 1 ----- 868-3985

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see Telephone Companies

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see Livestock Breeders

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see Radiators—Automotive

Automobile Repairing & Service

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 Ladysmith 532-3771

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Bruce Blacksmith Shop 868-4175

Blades—Saws

see Saws

Bottled Gas

see Gas—Bottled

Bowling Lanes

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

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see Real Estate

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see specific headings such as
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see Restaurants

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see Restaurants

Carriage

see Trucking

Castings—Machining

see Machine Shops

Cats

see Kennels

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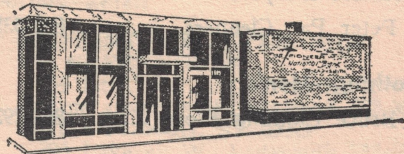
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Chain Saws

see Saws



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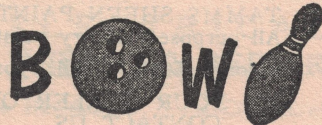
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Imalone Tabernacle RFD 1 .. 868-2370
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Nathaniel Lutheran Church .. 868-4455
parsonage 868-4451
St Mary's Catholic Church .. 868-3475

Cinder Blocks

see Building Material; also
Concrete Blocks & Shapes

Cleaners & Dyers

Peter Pan Cleaners 868-3355

Clothing—Men's

Bruce Clothing Store 868-2975

Clothing—Whlse & Manufacturers

Gordon Ferguson Mfg Co ... 868-2605

Coffee Shops

see Restaurants

Concrete Blocks & Shapes

BRUCE BLOCK CO 868-4045
FEHR CONCRETE PRODUCTS INC

Concrete - Cinder
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Septic Tanks and Dry Wells
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Eau Claire 832-6683

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CONCRETE CO INC**
South av W Ladysmith 532-6001

Contact Lenses

see Optometrists (O.D.)

Corn Huskers

see Farm Equipment

Costume Jewelry

see Jewelers—Retail

Creameries

see Dairy Products

Dairy Products

Meisegeier Edward Dairy Products
RFD 2 868-3895
North Star Dairy 868-2295

Dead Animal Stock Removers

**INDIANHEAD RENDERING CO
INC** Ladysmith 532-3791

Dentists

Boehmer Al W
109 Lake av W . Ladysmith 532-5606
Gerken Kurt D
213 W Miner av Ladysmith 532-6171
Schultz E H 868-2985

Depots

see Railroad Lines

Diamonds

see Jewelers—Retail

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Write or Call for any Telephone
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Mailing Lists etc.

Directory Exchange Dept.
409 E Main Madison Wis 256-1647

Directory Advertising

see Advertising—Directory & Guide

Do-It-Yourself

see Hardware; also Lumber—Retail

Doctors

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

Dogs

see Kennels

Draying & Teaming

see Trucking

Drive-In Restaurants
see Restaurants

Drug Stores
see Pharmacies

Dryers & Cleaners
see Cleaners & Dyers

Dyers & Cleaners
see Cleaners & Dyers

Ear Phones For The Deaf
see Hearing Aids

Electric Appliances—Major
**BRUCE JEWELRY TELEVISION
& APPLIANCES** 868-3555

Electric Contractors
Bruce Electric Shop 868-2945
(See Advertisement This Page)

Electric Heating Contractors
see Electric Contractors; also Heating Contractors

Electric Heating Systems
see Electric Contractors; also Heating Contractors

Electric Light & Power Companies
Lake Superior District Power Co
Sub Station RFD 3 868-2366

Electric Water Heaters
see Water Heaters

Electric Wiring
see Electric Contractors

Estate Matters
see Insurance

Eyeglasses
see Optometrists (O.D.)

Farm Equipment
Hein Implement Co 868-2455
HELMER IMPLEMENT CO
RFD 1 868-3305

Farm Machinery
see Farm Equipment

Feed Stores
Buchholz Feed Store 868-2735

Fertilizer Applicators
see Farm Equipment

Filling Stations
see Service Stations—Gasoline & Oil

Fish—Ready To Serve
see Restaurants

Fishing Bait
Frank's Bait Shop RFD 1 ... 868-2529

Flooring
see Lumber—Retail

Florists—Retail
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& GREENHOUSE**
909 1st S Ladysmith 532-6070
If no answer call Ladysmith 532-3062
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303 Lake av W Ladysmith 532-3966

Foods—Carry Outs
see Restaurants

Foreign Cars
see Automobile Dealers headings

Forgings—Machining
see Machine Shops

Foundation Soundings
see Well Drillers

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WIRING & REPAIR**

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“Arnold Feller & Son”

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Reverse Charges Accepted
120 Fritz av E -- Ladysmith 532-3744
(See Advertisement This Page)

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Ralph B and Margaret Mirr

AMBULANCE SERVICE

Bruce 868-4155

MIRR FUNERAL HOME .. 868-4155
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Furniture Movers
see Movers

Garages

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Standard Oil Products 868-2095

Garden Implements
see Farm Equipment

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Gas—Bottled

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Weyerhauser 353-4481
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Enterprise 1941
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Gas Water Heaters
see Water Heaters

Gasoline Stations

see Service Stations—Gasoline & Oil

General Merchandise

Kraft Shop
RFD 3 New Auburn 868-2578

Gift Shops

ZIMMERMAN'S GIFT SHOP
118 Miner av W Ladysmith 532-5670

Government Offices

CITY, VILLAGE & TOWNSHIP
Bruce Village Hall 868-2185

Gravel

see Sand & Gravel

Grocers—Retail

Amacoy Store RFD 2 868-2332
Farmer's Store 868-2125

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- Phone •

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Haberdashers

see Clothing—Men's

Hair Dyeing

see Beauty Salons

Hair Treatment

see Beauty Salons

Hairdressing

see Beauty Salons

Hardware

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(See Advertisement This Page)

Gamble Store 868-2065

VORCE & FROGNER INC
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Hardwood Flooring

see Lumber—Retail

Hay Tools

see Farm Equipment

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see Water Heaters

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MacArthur Hotel 868-2625

House Remodeling

see specific headings such as Electric Contractors; etc

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Owen, Wisconsin

AMERICAN GAS COMPANY

LADYSMITH AGENCY INC.

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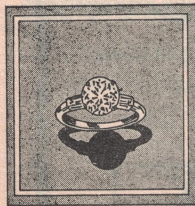
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(See Advertisement This Page)

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OF
ALL TYPES

Bruce 868-3545

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BRUCE JEWELRY 868-3555
(See Advertisement This Page)

Kennels

Radka Walter Airedale Kennels
RFD 1 Ladysmith 868-3597

Lawyers

see Attorneys-at-Law

Lenses—Contact

see Optometrists (O.D.)

Livestock

Snowflake Hereford Ranch
RFD 1 868-2837

Livestock Breeders

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Loans—Real Estate

see Banks

Lubricating Service—Automotive

see Service Stations—Gasoline & Oil

Lumber—Retail

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 (See Advertisement This Page)
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see Restaurants

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Figura Machine & Plastic Works
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Machining—Automation

see Machine Shops

Machinists

see Machine Shops

Mail Order Houses

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Meat Markets

Bruce Processing & Meat Mkt
 868-2741

Men's Furnishings

see Clothing—Men's

Merchandise—General

see General Merchandise

Milking Machines

Surge Sales & Service 868-2045

Mink Farms

Northwest Mink Ranches Inc
 RFD 1 868-3581

Mobile Home Parks

see Trailer & Mobile Home Parks

Monuments

Hanson Bennie Monuments &
 Markers RFD 2 868-3665

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Amacoy Lake Motel
 RFD 2 868-2335
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LADYSMITH, WISCONSIN

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see Truck Classifications

Motor Tune-Up

see Automobile Repairing & Service; also Garages; also Service Stations—Gasoline & Oil

Movers

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Cameron 458-2301

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Oil Distributors

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 Quinn Oil Co 868-3285
 Standard Oil Co 868-2750

Optometrists (O.D.)

Jacobson Edward M
122½ N Main .. Rice Lake 234-3113

Organizations

see Churches

Oriental Rugs

see Carpet & Rug Dealers

Paneling—Wood

see Lumber—Retail

Pedodontists

see Dentists

Pharmacies

LADYSMITH PHARMACY

113 Miner av E Ladysmith 532-3434
(See Advertisement This Page)
Maddocks' Drug Store 868-2805
(See Advertisement This Page)

SPEIDEL'S DRUG STORE

Ladysmith 532-5656
(See Advertisement This Page)

MADDOCKS' DRUG STORE

PRESCRIPTIONS
DRUGS

VETERINARY SUPPLIES

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Plywood Paneling

see Lumber—Retail

Profit Sharing Plans

see Insurance

Radiators—Automotive

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Radio Dealers

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FANDEL RADIO & TV SERVICE
301 Miner av W Ladysmith 532-5171

Railroad Lines

Soo Line Depot 868-2085

Ready Mixed Concrete

see Concrete—Ready Mixed

Real Estate

LADYSMITH AGENCY INC
113 Miner av W Ladysmith 532-3155

Real Estate Loans

see Banks

Rendering Companies

INDIANHEAD RENDERING INC Ladysmith 532-3791
(See Advertisement This Page)

Resorts

Amacoy Lake Resort RFD 2 868-2139
Birchwood Resort RFD 2 868-3936
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
Kozel's Fireside Lodge
RFD 3 New Auburn 868-4085
Lone Pine Lodge RFD 2 868-3450
Spade's Resort RFD 2 868-2338
Stehberger's Sunny Slope Resort
RFD 2 868-2134
Wonderspot Resort RFD 2 .. 868-2336

Restaurants

Bruce Cafe 868-2465
Ken's Cafe & Truck Stop
RFD 2 868-9245
Martindale's 40 & 8 Drive-In 868-4525

Rug Dealers

see Carpet & Rug Dealers

Rugs—Oriental

see Carpet & Rug Dealers

Sand & Gravel

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South av W ... Ladysmith 532-6001
Stevens & Sons Truck & Shovel Service
RFD 2 868-3371
Or 868-4335

Saw Blades

see Saws

Saws

HOMELITE POWER CHAIN SAWS
Sam's Sporting Goods 868-4435

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OR BARRON 537-3050**


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Barron, Wis.

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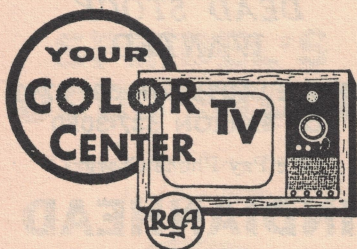
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Bruce

Wisconsin

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see Sporting Goods—Retail

Skates—Retail

see Sporting Goods—Retail

Sporting Goods—Retail

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 APPLIANCES** 868-3555
SAM'S SPORTING GOODS STORE
 Homelite Chain Saws 868-4435

Sports Cars

see Automobile Dealers headings

Steam Heating Contractors

see Heating Contractors

Stock Yards

see Livestock

Super Markets

see Grocers—Retail; also Meat
 Markets

Surgeons

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

Taverns

Klund's Harlowe Resort
 RFD 2 868-3640
 Pine Grove Tavern 868-4290
 Steffek Mike Tavern & Store
 RFD 3 New Auburn 868-2570
 Thorpe Charles W RFD 1 .. 868-2374

Tax Matters

see Attorneys-at-Law

Teaming Contractors

see Trucking

Telephone Companies

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 Manager's Residence 868-4095

Telephone Planning Service

see Telephone Companies

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 (See Advertisement This Page)

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 301 Miner av W Ladysmith 532-5171
 Knudson Radio & TV Service
 RFD 2 868-4555

Test Boring

see Well Drillers

Textile Dyers

see Cleaners & Dyers

Theatres

Bruce Theatre 868-3235

Tillers

see Farm Equipment

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AND YOUR BUDGET



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see Service Stations—Gasoline & Oil

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 Anderson Ernest RFD 1 868-2323
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 Johnson Oscar 868-2925
 Moore Clifford 868-4045

Undertakers

see Funeral Directors

Veterinarians' Equipment & Supplies

SPEIDEL'S DRUG STORE
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 Owens Wis
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 (See Advertisement This Page)

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Well Drillers

Figura Well Drilling & Repairs
 RFD 2 868-3876

Wiring Systems—Electric

see Electric Contractors

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see Lumber—Retail

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see Lumber—Retail

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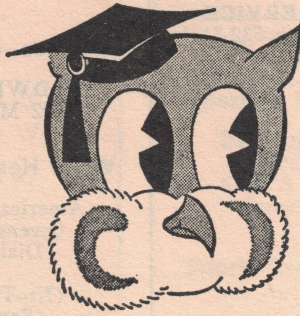
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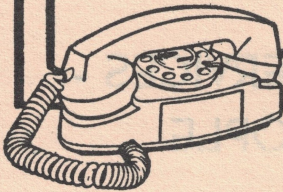
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