

1941
DIRECTORY

**BRUCE
TELEPHONE CO.**

LOCAL - LONG DISTANCE

CALL 13

Horses - Dairy Cows - Breeding Bulls

**New and Used Harness and Farm
Machinery**

Live Stock Hauling

**Best Prices for your Live Stock
at all times**

**Long and short time loans on
Live Stock**

LEO LALAN

Bruce

Phone 13

Wisconsin

GAMBLE STORE DEALER

N. J. KNUDSON, Owner

CORONADO WASHERS and RADIOS, REFRIGERATORS

Auto Parts -- Hardware — Sporting Goods

Tiger Batteries

Crest Tire s

Bruce, Wisconsin

Phone 6W

Peter J. Boss Auto Sales

USED CARS THAT SATISFY

Standard Gas and Oils

General Shop Service

Car Greasing and Tune-Up—Our Specialty

Bruce, Wisconsin

Telephone 21

W. J. Peterson

Livestock Dealer

Dairy Cows a Specialty

Twenty-three years at the same old stand

TELEPHONE No. 35

Bertram Wright Lbr. Co.

Bruce, Wis.

Lumber - Paint - Building Hardware

F.H.A. Loans

P. H. SAWYER, Manager

Bruce, Wis.

Phone 70

Bruce Feed Co.

Flour Feed Seeds Fertilizer

BRUCE

Tel. 27

WISCONSIN

Cash Buyers of

POULTRY, POTATOES, FUR, HIDES AND WOOL

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 of 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.

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.

INDIAN—SKY CHIEF—FIRE CHIEF GASOLINE

Max's Texaco Super Service

PHONE 50W

We Specialize in Marfax Greasing

FIRESTONE TIRES—TUBES—BATTERIES

FOR

Dependable Insurance

COVERING ALL FORMS OF PROPERTY

See or Call

A. G. KRAUSE

Phone 15W

Bruce Wisconsin

For Best Meats

Call number 2

ADAM BIERNAT

Ewald's Transfer

COAL - DRAYAGE - ICE

BRUCE WISCONSIN

PHONE 38

Tatro Motor Co.

Clifford Tatro

Ford cars - Ford Tractors

Service & Sales

BRUCE LUNCH

TELEPHONE 9J

BERTHA M. TATRO, Prop

MEALS AND LIGHT LUNCHES

SOFT DRINKS—ICE CREAM—TOBACCO

Bruce Cash Market

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

BRUCE WIS.,—TELEPHONE 14

A

Abbott's Dairies, Inc.	29
Adams, John, R. No. 1	32F3
Alvey, D. L., Res	5J
Alvey, Selmer M., Res.	25W
Alvey's Eat Shoppe	5W
Amacoy Lake Resort	48F21
Arey, L. S., Res.	16J
Atwood, John, R. No. 2	33F4
Austin, Fred R., Res.	23
Austin, Robert A., Res.	48F4

B

Barrett, Dennis, Res.	26W
Bertram-Wright Lumber Company	70
Bever, Cliff, R. No. 1	52F11
Piernat, Adam, Store	2
Blain Motor Co.	74
Blomberg, H. E., R. No. 1	53F11
Bly. Dr. E. L., Dentist	44
Poer, Henry, R. No. 1	56F30
Bonek, Harry, R. No. 2	36F2
Boss Auto Sales	21
Brastad, Cecil, Res.	22
Bruce Beauty Shop	3
Bruce Cash Market	14
Bruce Farmers Store	12
Bruce Feed Company	27
Bruce Lunch	9J

Bruce RED & WHITE Store

PHONE 46

CARL LIND, Prop.

WE DELIVER

GROCERIES, COLD MEATS and SCHOOL SUPPLIES

FRUITS AND VEGETABLES

Home Brand **Farmers Store** Phone 12

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

BRUCE,

WISCONSIN

Bruce News Letter	19W
Bruce Red and White Store	46
Bruce Public School	58

C

Caley, Mrs. R. J., Res.	85J
Carr, John, R. No. 1	32F11
Chapman's Service Station	72
Clausen, Herman, R. No. 1	32F12
Coleman, Wallace, R. No. 1	34F21
Compton, Herbert, R. No. 2	33F12
Conover, Fred, R. No. 1	55F11
Corrin, H., Weyerhauser R. No. 2	53F12

D

Dairyland State Bank	17
Daniels, Lester, R. No. 1	56F2
Daniels, Roy A., R. No. 1	53F13
Dauer, Henry, R. No. 1	53F5
Dearhamer, Chas., R. No.1	56F14
Duckart, H. F., Res.	43

E

Eke, B. W., R. No. 2	48F2
Ewald, Mrs. E., Res.	38

F

Feller, Arnold, Res.	41W
Fetting, Chas. R. No. 1	34F22

G

Gamble Store Agency	6W
Goff, Earl	33F2

STAHMANN & HANSEN

BLACKSMITHING, ELECTRIC and OXY-ACETYLENE WELDING

SNOW PLOW and TRUCK BODY BUILDING

Bruce

Wisconsin

BLAIN MOTOR CO.
CHEVROLET and OLDSMOBILE
SALES and SERVICE

Phone 74

Bruce, Wis.

H

Harvey's Hardware	4
Hayden, R. J., R. No. 1	55F21
Hemphill's, Garage	11W
Hoelt, Ben, Res.	16R

I

Imalone Station	52F21
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J

Jenkins, R. D., Res.	20J
Jenkins, R. D., Office	20W
Johnson, Emil, R. No. 1	34F3

K

Keith, P. S., Res.	81J
Koschkee, Chas, Res.	24J
Koschkee & Son, Store	24W
Kovacevich Bros., Office	11J
Kovacevich Bros, R. No. 1	32F2
Kozel, Harry, R. No. 1	48F11
Krause, A. G., Res.	15J
Krause, A. G., Office	15W

L

Lake Superior District Pr. Co., Ladysmith R. No. 2, Thornapple Plant	36F13
Lalan, Leo, R. No. 1	13
Leppert, Henry, Res.	61W

M

MacArthur, D., Hotel	71
MacArthur, Lyle	56F3

ABBOTTS DAIRIES, Inc.

Phone 29

BRUCE,

WISCONSIN

PEA GRAVEL FOR CONCRETE — SAND FOR PLASTERING

F. M. STEVENS & SONS

Dump Truck Service

We Contract for Digging Basements

Phone 48F12

Bruce, Wisconsin

Maddocks Drug Store	80W
Mattison, L., R. No. 1	56F20
Max's Texaco Station	50W
Mayer, Emil	56F22
McConnell, Gordon, Res.	19J
McDonald, Art, R. No. 1	34F5
McHugh, H. S., Res.	84
McLernon, David	55F2
Miller, George, R. No. 1	34F11
Mohlenbrink, H. C.	76W

P

Peterson, Elmer, Res.	45
Peterson, W. J.	35
Peterson & Son Funeral Home	9W
Poff, Stanley, R. No. 1	34F2
Prentiss, Dr. Pearce, Office	57

R

Reichel, Geo., R. No. 1	34F14
Rusk County Flour & Feed Co.	11J
Russ, Frank C., Res.	16W

S

Sauer, Mrs. W. H., Res.	1
Scheel, Carl, R. No. 1	34F13
Schultz, Mrs. A. C., Res.	83
Schultz, Rob't. W.	66
Sieck, Mrs. Fred	53F21

Bruce Electric Service

Phone 41W

ARNOLD FELLER

WIRING CONTRACTOR

SURGE SALES AND SERVICE
SURGE MILKERS

Electric Hot Water Heaters, Electric Coolers, Surge Electric Fencers

Madison Silos

MAE F. STEVENS

Rusk County Representative

Soo Line Depot	8
Spears, E. S. Merc. Co.	7
Stahmann, L. E., Res.	10J
Stenson, Mrs. Ada, Res.	76J
Stevens, Frank, R. No. 2	48F12
Stevens, Harold, R. No. 2	33F11
Stevens, Mae F., R. No. 2	33F3
St. Mary's Congregation	85W

T

Tatro, Guy C., R. No. 1	56F4
Towers, Claire B., Res.	75W
Towers, John, Res.	82W

V

Valiquette, Victor, Res.	69
Village of Bruce, Fire Hall	18
Vorce & Frogner, Hardware	37

W

Walker, C. V., Res.	54
Whalen, Dr. M. L., Res.	42J
Whalen, Dr. M. L., Office	42W
Willis, A. E., New Auburn	48F3
Wisherd, Raymond, Res.	30W
Woodmansee, Herbert	31

Z

Zebro's Feed and Seed Store	89W
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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

F. J. Harvey & Sons

17th Year In Bruce

PHONE 4

Hardware and Building Materials

The Unique Theatre

Always the Finest in Motion Picture Entertainment

Phone 98 for Information

Kovacevich Bros.

Manufacturers of Concrete Silos

Steel Supplies and Farm Machinery, Cement and Masonry Work

BRUCE

PHONE 32F2

WISCONSIN

Spears Mercantile Company

Telephone Seven

GROCERIES -- DRY GOODS

SHOES -- HARDWARE

The Dairyland State Bank

Exeland — BRUCE — Sheldon

Wisconsin

COMPLETE BANKING SERVICE

including

AUCTION SALES - FINANCING

SAFETY DEPOSIT BOXES

WE SOLICIT YOUR BUSINESS

Member Federal Deposit Insurance Corporation

PETERSON & SON

FUNERAL DIRECTORS

COMPLETE STOCK AND SERVICE

PHONES—PARLOR 9 W— RESIDENCE 45

BRUCE

WISCONSIN

QUALITY and ACCURACY

Maddocks Drug Store

PRESCRIPTIONS

Phone Your Orders

PHONE 80

Prompt Delivery Service

VISIT OUR FOUNTAIN

LADYSMITH DEAD ANIMAL SERVICE

NEW
SANITARY
TRUCKS

LADYSMITH 11

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