

1942
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

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

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

Bruce, Wisconsin

Telephone 21

Chris Hendricks, mgr.

Harry Bradshaw

LICENSE AND INSURED TRUCKING TO ST. PAUL OR LOCAL

LIVESTOCK DEALER

Dairy Cows A Specialty

TELEPHONE No. 67J

Bertram - Wright Lbr. Co.

Lumber - Paint - Building Hardware

F.H.A. Loans

P. H. SAWYER, Manager

BRUCE, WIS.

Phone 70

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 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.

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 serve 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.

FOR
Dependable Insurance

COVERING ALL FORMS OF PROPERTY

See or Call

A. G. KRAUSE

PHONE 15W

BRUCE, WIS.

For Best Meats & Groceries

CALL PHONE 2

ADAM BIERNAT

BRUCE, WISCONSIN

Ewald's Transfer

COAL - DRAYAGE - ICE

BRUCE, WISCONSIN

PHONE 38

Tatro Motor Co.

CLIFFORD TATRO

FORD SALES & SERVICE
REPAIRS

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 — 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	48F21
Ambles at Amacoy	48F13
Arey, L. S., Res.	16J
Atwood, John, R. No. 2	28F4
Atwood, Walter	28F3
Austin, Fred R., Res.	23
Austin, Robert A., Res.	48F4

B

Barrett, Dennis, Res.	26W
Bartlett, Max	36F3
Beaulieu, Adler	36F11
Bennor, Walter, Res.	52F2
Bertram-Wright Lumber Company	70
Beyer, Cliff, R. No. 1	52F11
Biernat, Adam, Store	2
Blain Motor Co.	74
Blomberg, E., Res.	25J
Blomberg, H. E., R. No. 1	53F11
Bly. Dr. E. L., Dentist	44
Boer, Henry, R. No. 1	56F30
Bonek, Harry, R. No. 2	55F3

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

Boss Auto Sales	21
Brainerd, Harry	48F20
Brainerd, Kenneth, Oil Station	30J
Bradshaw, H., Res.	67J
Brastad, Cecil, Res.	22
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

C

Cagley, M. J.	32F4
Carr, John, R. No. 1	32F11
Clausen, Herman, R. No. 1	32F12
Coleman, Wallace, R. No. 1	34F21
Compton, Herbert, R. No. 2	28F12
Conover, Fred, R. No. 1	55F11
Corrin, H., Weyerhauser R. No. 2	53F12

D

Daigle, William, Res.	68J
Dairyland State Bank	17
Daniels, Lester, R. No. 1	56F2
Daniels, Roy A., R. No. 1	53F13
Dauer, Henry, R. No. 1	53F5

STAHMANN & HANSEN

BLACKSMITHING, ELECTRIC and OXY-ACETYLENE WELDING

SNOW PLOW and TRUCK BODY BUILDING

Bruce,

Wisconsin

PLASTERING AND BRICK WORK

Dave McLernon

NO JOB TOO BIG OR TOO SMALL

Free Estimate on all Work

CALL 55-F-2

Davis, Lester, Res. 52F4
Dearhamer, Chas., R. No.1 56F14
Doorn, Kate 52F13

E

Ewald, Clayton, Res. 39W
Ewald, Mrs. E., Res. 38

F

Feller, Arnold, Res. 41W
Fetting, Chas. R. No. 1 34F22
Fire Hall 18
Fish, Mrs. J. 47W
Flatland, T. O., Res. 53F2
Flour & Feed Co., Clark & Svoma 11J
Ford Garage 49W

G

Gamble Store Agency 6W
Goff, Earl 28F2
Gonia, Roman, Res. 78J

H

Hanson, James, Res. 52F12
Hanson, N. Y., Res. 78W
Harvey's Hardware 4
Hayden, R. J., R. No. 1 55F21
Hemphill's, Garage 11W
Hinaus, Owen, Res. 25R
Hofer, Maria 34F12

— CALL —

OSCAR E. JOHNSON

if you have

Beef Cattle, Hogs, Veal or Dairy Cattle

To Haul or Sell

PHONE 51F3

BRUCE, WIS.

Bruce Feed Co.

Flour, Feed, Seeds, Fertilizer

BRUCE

Tel. 27

WISCONSIN

CASH BUYERS OF

POULTRY, POTATOES, FUR, HIDES AND WOOL

I

Imalone Station 52F21

J

Jenkins, R. D., Res. 20J
Jenkins, R. D., Office 20W
Jim's Texaco Station 50 P. O.
Johnson, Emil, R. No. 1 34F3
Johnson, Oscar, Res. 51F3
Joyner, Sarah 68R

K

Keith, P. S., Res. 81J
Kemper, Karl Res. 37
Kernwein, Al. 48F22
Koschkee, Chas, Res. 24J
Koschkee & Son, Store 24W
Kovacevich Bros., Office 60W
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
Larson, Minnie 56F13
Leatherman, Walter, Res. 55F4
Leppert, Henry, Res. 61W
Lundgren, A., Res. 52F22

Jim's Texaco Super Service

INDIAN—SKY CHIEF—FIRE CHIEF GASOLINE

PHONE 50 P. O.

We Specialize in Marfax Greasing

FIRESTONE TIRES—TUBES—BATTERIES

Ultra Modern
Housekeeping Cottages

Overnight Cabins
All Conveniences

AMBLE'S

AT LAKE AMACOY

4 Miles South of Bruce and Highway 8 on 40

FISHING, BOATING, BATHING
COCKTAIL LOUNGE

Tel. 48 F 13, Bruce, Wisconsin

M

MacArthur, D., Hotel	71
MacArthur, Lyle	56F3
Maddocks Drug Store	80
Manosky, David	88W
Martindale, Robert	48F2
Mattison, Andrew, Res.	53F22
Mattison, L., R. No. 1	56F20
Mayer, Emil	56F22
McConnell, Gordon, Res.	19J
McDonald, Art, R. No. 1	34F5
McHugh, H. S., Res.	84
McLernon, David	55F2
Meisegeier, Edward, Res.	36F2
Miller, George, R. No. 1	34F11
Mohlenbrink, H. C.	76W

N

Nelson, C. O., Res.	67W
Nelson, N. A., Res.	77

O

Olson, Henry	36F4
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P

Pavlak, M. J., Res.	79W
Peterson, Elmer, Res.	45
Peterson, W. J.	35
Peterson & Son Funeral Home	9W
Poff, Stanley, R. No. 1	34F2

PEA GRAVEL FOR CONCRETE — SAND FOR PLASTERING

F. M. STEVENS & SONS

Dump Truck Service

We Contract for Digging Basements

PHONE 48F12

Bruce, Wisconsin

Bruce Electric Service

Phone 41 w

Arnold Feller

WIRING CONTRACTOR

Prentiss, Dr. Pearce, Office	57
Q	
Quade, C. F., Res.	51F20
R	
Reichel, Geo., R. No. 1	34F14
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
Sieck, Henry, Res.	53F3
Sinninger, Rev., Res.	68W
Soo Line Depot	8
Spears, E. S. Merc. Co.	7
Spoolhoff, Rense, Res.	56F12
Stahmann, L. E., Res.	10J
Stenson, Mrs. Ada, Res.	76J
Stevens, Burt	28F22
Stevens, Frank, R. No. 2	48F12
Stevens, George, Res.	33F21
Stevens, Harold, R. No. 2	33F11
Stevens, Herb	33F20
Stevens, Mae F., R. No. 2	33F3
St. Mary's Congregation	85W

Abbotts Dairies, Inc.

Phone 29

BRUCE,

WISCONSIN

SURGE SALES AND SERVICE

SURGE MILKERS

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

MAE F. STEVENS

Rusk County Representative

T

Tatro, Guy C., R. No. 1	56F4
Tatro Motor Co., Res.	49W
Towers, Claire B., Res.	75W
Towers, John, Res.	82W
Triplett, Ralph, Res.,	34F4

V

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

W

Walker, C. V., Res.	54
Western Union, Branch Office	200
Whalen, Dr. M. L., Res.	42J
Whalen, Dr. M. L., Office	42W
Willis, A. E., New Auburn	48F3
Wisherd, Ivan, Res.	26J
Woodmansee, Herbert	31

Y

Young, Cleo	48F21
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Z

Zebro's Feed and Seed Store	89W
Zenner, Clarence, Cabins. Res.	36F21
Zwalonek, Otto, Res.	33F22

WESTERN UNION

SERVICE

LOCAL TELEPHONE OFFICE

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

18th 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.

Manufactures of Concrete Silos

Steel Supplies and Farm Machinery, Cement and Masonry Work

Perfection Milker

BRUCE,

PHONE 60W, Day

WISCONSIN

Spears Mercantile Co.

TELEPHONE SEVEN

GROCERIES -- DRY GOODS

SHOES -- HARDWARE

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 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
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