

# Bruce Telephone Directory

June 1952

## Highest Cash Prices For Dead Stock

FOR DEAD OR DISABLED HORSES AND COWS  
CHOICE OF PREMIUMS FOR HOGS, CALVES, SHEEP  
FOR PROMPT SANITARY SERVICE, CALL US COLLECT  
CALL COLLECT LADYSMITH 11 or  
CALL COLLECT CHIPPEWA FALLS 5759

## Chippewa Falls Rendering Co.

## Larson Refrigeration Company

SALES AND SERVICE  
TELEPHONE 139

COMMERCIAL AND HOUSEHOLD EQUIPMENT  
REFRIGERATORS - FREEZERS - MILK COOLERS

CAL LARSON

BRUCE, WIS.

## Probst Heating & Rural Plumbing

SHEET METAL WORK — SEPTIC TANK CLEANING  
FREE ESTIMATES GIVEN

TELEPHONE 159

BRUCE, WIS.

CHRIS

CHICK

## Hendricks Bros. Auto Sales



TELEPHONE 21

General Repairing - Wrecker Service  
USED CARS

Dearborn Farm Equipment



BRUCE, WISCONSIN

## Bruce Bar

STEAKS - CHICKEN - MIXED DRINKS  
PRIVATE DINING ROOM  
CASEY AND HARRIET

PHONE 79 P. O.

BRUCE, WISCONSIN

## Apartments & Frozen Food Locker Plant

TWELVE COMPLETELY MODERN APARTMENTS  
Electric Stove, Refrigerator and Electric Wash Machine

M. SKAFER & SON

TELEPHONE 165

BRUCE, WIS.

Drugs - -

LADYSMITH PHARMACY

Phone 82



HIGHEST PRICES PAID FOR DAIRY CATTLE, HEIFERS, BEEF COWS  
AND BULLS

ALSO BUY FOR BUD THEILJE OF WEST POINT, NEBR.

## Wallace Coleman

TELEPHONE 104

BRUCE, WISCONSIN

## General Insurance

## Herman Clausen

TELEPHONE 127

BRUCE, WISCONSIN

## Bruce Cash Market

MEATS AND GROCERIES

DEALERS IN

BUTCHER STOCK - HOGS - VEAL - POULTRY - EGGS

BRUCE, WISCONSIN

TELEPHONE 14

# DEAD STOCK



## 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.



# Schlitz Beer

**"The Beer That Made Milwaukee Famous"**

**Call For A Bottle or Glass of Schlitz  
At Your Favorite Tavern**

**George Ohlfs**  
**YOUR BEER DISTRIBUTOR**

**Bernie Webb**

**Roy Beckley**



# Blatz Beer

**"MILWAUKEE'S FIRST  
BOTTLE BEER"**

**George Ohlfs**  
**YOUR BEER DISTRIBUTOR**

**Bernie Webb**

**Roy Beckley**



## *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 line 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.**

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 communications 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.

If your telephone does not ring clearly and you cannot distinguish your

**PLEASE CALL BY NUMBER**



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.

## **Abbotts Dairies, Inc.**

PHONE 29

BRUCE, WISCONSIN

## **Al Cap's Amacoy Lake Resort**

ON HIGHWAY 40 . . . FIVE MILES SOUTH OF BRUCE

MODERN TAVERN — HOUSEKEEPING COTTAGES

SANDWICHES AND DINNERS

TELEPHONE 57F21

BRUCE, WIS.

## **Bertram Lumber Company**

LUMBER — PAINT — BUILDING HARDWARE

F. H. A. LOANS

LA VERN LEHMAN, Manager

BRUCE, WISCONSIN

TELEPHONE 70

PLEASE CALL BY NUMBER



# Bruce Economy

GROCERIES - VEGETABLES - MEATS

JOHN MIKUNDA, Prop.

TELEPHONE 7

BRUCE, WIS.

## A

<b>ABBOTTS DAIRIES, INC.</b> .....	<b>29</b>
Adams, John R., R. No. 1 .....	32F3
Adsit, Lloyd, R. No. 1 .....	52F21
Aldrich, George, R. No. 2 .....	57R12
Alvey, Donald L., Res. ....	5
Alvey, John, Res. ....	78M
Alvey, Selmer M., Res. ....	90
<b>AMACROY LAKE RESORT, R. No. 2</b> .....	<b>57F21</b>
Amacroy Lake Store, R. No. 2 .....	33F4
Anderson, Mrs. Ole E., R. No. 1 .....	37F3
Anderson, Raymond, R. No. 1 .....	40F2
Arey, L. S., Res. ....	16J
Atwood, Charles, R. No. 2 .....	33F2
Atwood, Walter, R. No. 2 .....	28F3
<b>AUSTIN, MRS. FRED, Cabins</b> .....	<b>102</b>
<b>AUSTIN, FRED, JR., Oil Station</b> .....	<b>144 P. O.</b>

## B

Baker, Glen, R. No. 1 .....	34F2
Basavage, Mike, R. No. 1 .....	53R13
Baylor, J. M., Res. ....	62 P. O.
Beaulieu, Adler "Buck," Res. ....	26W
Beaulieu, Darrell, R. No. 1 .....	43F4
Beauty Shop .....	3
Bebie, Gus, Res. ....	161R
<b>BEBEL'S SUPER STATION &amp; GARAGE</b> .....	<b>115 P. O.</b>
Bebel, Walter, Res. ....	115W

# Bruce Jewelry Store

A. W. EGERER, Owner

WATCHES AND DIAMONDS

TELEPHONE 155

BRUCE, WIS.

PLEASE CALL BY NUMBER



# 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.

Beebe, C. A., R. No. 2 .....	27F22
Beebe, Roy, R. No. 2 .....	27F20
Bennor, Walter, R. No. 1 .....	52F2
Benson, Edward, R. No. 1 .....	23F5
Benson, Amiel, R. No. 1 .....	56F13
<b>BENTZ ISLAND LAKE STORE, RESORT, TAVERN, N. Aub. R. No. 3</b> .....	<b>48F30</b>
Bernhardt, Chris, Res. ....	106
<b>BERTRAM LUMBER COMPANY</b> .....	<b>70</b>
Bettner, Mrs. Arthur, R. No. 2 .....	164F11
<b>BIERNAT, ADAM, Store</b> .....	<b>2</b>
<b>BLAIN MOTOR COMPANY</b> .....	<b>74</b>
Blasczyk, Victor, Tavern .....	79 P. O.
Block Factory .....	150W
Blodgett, Herman, R. No. 1 .....	53F11
Blodgett, Merlin, R. No. 1 .....	34F21
Boehmer, Mrs. Malinda, Res. ....	47W
Boer, Mrs. Henry, R. No. 2 .....	67W
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
Briggs, William, Res. ....	85M
<b>BRUCE AGENCY</b> .....	<b>15</b>
<b>BRUCE APARTMENT BUILDING</b> .....	<b>165</b>

## Bruce Electric Service

HOT POINT APPLIANCES AND SERVICE

**MOTOR REWINDING**

**WIRING CONTRACTOR**

ARNOLD FELLER & SON

TELEPHONE 94W

PLEASE CALL BY NUMBER



# A. Biernat

GROCERIES AND MEATS

HOME-MADE SAUSAGE

TELEPHONE 2

BRUCE, WIS.

BRUCE BAR	79 P. O.
BRUCE BEAUTY SHOP	3
BRUCE BLOCK COMPANY	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 GENERAL STORE	138W
BRUCE HATCHERY	113
BRUCE JEWELRY STORE	155
BRUCE NEWS LETTER	19
BRUCE HARDWARE	4W
BRUCE LUNCH	143 P. O.
BRUCE PUBLIC SCHOOLS	58
BRUCE THEATRE	123W
Bryant, Leslie, R. No. 2	27R11
Bulwa, David, R. No. 1	53F20
Burlingham, Harold, R. No. 1	52F4
Burlingham, William, R. No. 1	52F3
Burns, Mrs. Lillian, Res.	26R
Button, Roweland, Res.	51F13
C	
Cameron, Russell, R. No. 1	55F20
Campbell, Mrs. H. W., Res.	88W
Cap, Albert, R. No. 2	57F21

## Balko Bros. Manufacturing and Repair

ALL TYPES OF WELDING — MACHINE AND GENERAL REPAIRS

Truck Racks and Bodies . . Snow Plows . . Lincoln Welding Equipment  
and Supplies . . Iron and Steel Supplies . . Okona Masonry Sealer Paint

PHONE 483 — LADYSMITH, WIS.

PLEASE CALL BY NUMBER



# Bruce Theatre

THE LATEST IN PROJECTION, SOUND AND COMFORT

FULLY AIR CONDITIONED

BOB ZIELKE, Manager

TELEPHONE 123W

BRUCE, WIS.

Cash Market .....	14
Carlson, Mrs. Maureene, R. No. 1 .....	55F3
Carr, John, Sr., R. No. 1 .....	32F21
Carr, John, Jr., R. No. 1 .....	32F23
Casey's Bar .....	79 P. O.
Catholic Rectory .....	147
Charles, Ronnie, Musician and Radio Service, R. No. 2 .....	164R21
Chevrolet Garage .....	74
<b>CHIPPEWA FALLS RENDERING CO.</b> .....	Call Collect Ladysmith 11
Chick and Chris Garage .....	21
Christianson, Donald, R. No. 2 .....	53R11
<b>CITIES SERVICE STATION</b> .....	144 P. O.
City Hall .....	18
Clark, Malin, Res. .....	76W
Clark, Roy, R. No. 1 .....	43F2
Clark, William, R. No. 2 .....	28F12
Clausen, Harold, R. No. 1 .....	43F3
<b>CLAUSEN, HERMAN, Insurance</b> .....	127
Clough, Clarence, R. No. 1 .....	40F12
Clough, John, R. No. 1 .....	40F13
Coey, Mrs. Adeline, Res. .....	86J
<b>COLEMAN, WALLACE, Cattle Buyer, Res.</b> .....	104
Compton, Mrs. Elvira, R. No. 2 .....	33R12
Conover, Fred, R. No. 1 .....	40F11
Cooper, Clyde, R. No. 1 .....	34F5
Cooper, Mrs. U. G., Res. .....	126R
Corderman, Alvin, R. No. 2 .....	48F5

# City Laundry

YEARS OF LAUNDRY EXPERIENCE QUALIFY NEW OWNERS  
TO DO YOUR LAUNDRY

SHIRTS ARE OUR SPECIALTY

TELEPHONE 555

LADYSMITH, WIS.

PLEASE CALL BY NUMBER



## HIGHEST CASH PRICES FOR DEAD STOCK

FOR DEAD OR DISABLED HORSES AND COWS

CHOICE OF PREMIUMS FOR HOGS, CALVES, SHEEP

FOR PROMPT SANITARY SERVICE, CALL US COLLECT

CALL COLLECT LADYSMITH 11 or  
CALL COLLECT CHIPPEWA FALLS 5759

## Chippewa Falls Rendering Co.

Corrin, Mrs. Esther, Weyerhauser R. No. 2 .....	53F12
D	
Daily, John, Res. ....	41J
DAIRYLAND ELECTRIC COOPERATIVE, Ladysmith R. No. 3 .....	36F13
DAIRYLAND STATE BANK .....	17
Daniels, Irwin, R. No. 1 .....	56F20
Daniels, Roy A., R. No. 1 .....	140
Davis, Robert, Res. ....	84W
Davis, Richard, R. No. 1 .....	56F12
Davis, Lester, Res. ....	125
Davison, O. L., Res. ....	72J
Dead Animal Service .....	Call Collect, Ladysmith 11
Dearhamer, Ralph, R. No. 1 .....	56F14
Debner, Michael, Res. ....	96R
Deems, John, Res. ....	25J
Depot, Soo Line .....	8
Dietlein, W. F., New Auburn R. No. 3 .....	48R11
Doman, Richard, Res. ....	168
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, Res. ....	51F5
Dray Line, Ewald .....	38
Drug Store .....	80
Drause, Charles, R. No. 2 .....	27F3

## Dairyland Loan & Investment Corp.

SHELDON, WISCONSIN

LOANS

AUCTION SALES

INSURANCE

WE SOLICIT YOUR BUSINESS

W. F. DIETLEIN  
Phone Bruce 48R11

V. F. HEGEHOLZ  
Phone Sheldon 2268

PLEASE CALL BY NUMBER



# Davis Motel

HIGHWAY 27 — ONE BLOCK SOUTH OF U. S. HIGHWAY 8

31 MODERN ROOMS

YOU WILL ENJOY A VISIT IN OUR COZY  
COCKTAIL LOUNGE

LADYSMITH, WIS.

TELEPHONE 611

Drawver, Sam A., Res. ....	51F21
Dunham, John, R. No. 2 .....	164F4
Daily Vacation Bible School at Imalone, R. No. 1 .....	52F12
Dyar, Delbert, R. No. 1 .....	57F11

## E

Egerer, A. W., Res. ....	161W
Egerer, A. W., Jewelry Store .....	155
Eke, Berger, R. No. 2 .....	57F2
Ellison, Mrs. Chris., Res. ....	166W
Ellison, Noble, Res. ....	154
Ellison, Reeve, Res. ....	59
Elwood, Perry, Res. ....	39J
<b>ERMIE'S GROCERY</b> .....	<b>46</b>
Ewald, Clayton, Res. ....	101
Ewald, Mrs. Eggert, Res. ....	38
Ewald, Harold, Res. ....	173
<b>EWALD TRANSFER COMPANY</b> .....	<b>38</b>
Farmers Store .....	12
Fawley, Clinton, Res. ....	131W
<b>FAWLEY'S STANDARD STATION</b> .....	<b>50 P. O.</b>
Feller, Arnold, Res. ....	94J
Feller & Son, Electric Shop .....	94W
<b>FELTON, ROY, Cabins, R. No. 2</b> .....	<b>33F30</b>
Felton, Trueman, Res. ....	88R
Fetting, Charles and Manley, R. No. 1 .....	33F12
Fetting, Robert, R. No. 1 .....	34F20
Fetke, Henry, R. No. 1 .....	56R12

# DuBois Studios & Camera Shop

FILM - FLASH BULBS - CAMERAS  
COMMERCIAL AND AERIAL PHOTOGRAPHY

CREATOR OF FINE PORTRAITS

WEDDING PICTURES TAKEN IN CHURCH OR HOME AT  
NO EXTRA CHARGE

TELEPHONE 573

LADYSMITH, WIS.

PLEASE CALL BY NUMBER



# Ermie's Grocery

E. M. HARVEY, Owner

PHONE 46

BRUCE, WISCONSIN

<b>FIGURA MACHINE &amp; PLASTIC COMPANY</b> .....	<b>61</b>
Figura, Mike, R. No. 1 .....	27F4
Fiker, O. G., Res. ....	16W
Fillion, William, R. No. 1 .....	34F4
Fire Hall .....	18
<b>FIRESIDE LODGE, New Auburn R. No. 3</b> .....	<b>48F11</b>
Fleuter, Carl, R. No. 2 .....	48F13
Flohr, Carl, R. No. 1 .....	43F20
Friedl, Carl, Res. ....	55F4
Frisinger, Mrs. Vern, R. No. 1 .....	32F22
Fuglsang, John, Res. ....	76R
<b>FUGLSANG SERVICE STATION</b> .....	<b>112 P. O.</b>

## G

<b>GAMBLE STORE AGENCY</b> .....	<b>6</b>
Gapinski, Stanley, R. No. 1 .....	34R11
Garrett, 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
Gillett, Elizabeth, Res. ....	51F2
Gochee, Edmund, R. No. 1 .....	37F21
Gochee, Diamond, R. No. 1 .....	37F4
Goff, Earl R. No. 2 .....	28F2
Goff, Herbert, R. No. 2 .....	28F20
Gohr, Adolph, R. No. 2 .....	28F5
Goin, Clyde, R. No. 1 .....	34F30

# Ewald Transfer

DRAYING - ICE - COAL

TELEPHONE 38

BRUCE, WIS.

PLEASE CALL BY NUMBER



# O. B. Ellingboe

FURNITURE AND ELECTRICAL APPLIANCES

RUGS, LINOLEUMS AND SEWING MACHINES

LANE CEDAR CHESTS AND BEDDING

LADYSMITH, WIS.

TELEPHONE 7

Graves, Floyd, R. No. 1	43R11
Graves, Sidney, R. No. 1	34F3
Gray, Thomas, Res.	81W
Griesbach, L. J., Res.	51F3
Grisius, Mrs. LeRoy, R. No. 2	33R11
<b>GRISIUS MOTEL, R. No. 2</b>	<b>33R11</b>
Grubb, Albert, R. No. 1	52F30
Gundt, Everett, Ladysmith R. No. 2	27F31
Gunn, Raymond, New Auburn R. No. 3	48F12
Gurholt, John, Res.	177

## H

Hagerty, G. A., Res.	87R
<b>HAGERTY LAW OFFICE</b>	<b>64</b>
Hansen, N. Y., Res.	78W
Harteringer, George, R. No. 2	36F3
Harvey, Allie, Res.	119
Harvey, Ermie, Res.	161M
<b>HARVEY'S LUMBER COMPANY</b>	<b>111</b>
Haskins, Robert, R. No. 1	23F13
Hatchery, Bonek	113
Hawley, Myron, Res.	25W
Hayden, Dale, R. No. 1	55F11
Hayden, Ralph J., R. No. 1	55F21
Heath, Sherman, R. No. 1	32F31
Helmer, John, Res.	88J
Hemphill, Arnold, Res.	114
Hemphill, Fay, Res.	11

## Figura Machine & Plastic Works

MANUFACTURERS OF BARN VENTILATORS AND ALL OTHER  
TYPES OF VENTILATORS

ALL SHEET METAL WORK

WE SELL AND INSTALL FURNACES

TELEPHONE 61

BRUCE, WIS.

PLEASE CALL BY NUMBER



# Franks Hudson Sales

CORNER OF WEST SECOND AND WORDEN

OSCAR FRANKS

TEXACO GAS & OILS

TELEPHONE 621

LADYSMITH, WIS.

<b>HEMPHILL'S GARAGE</b> .....	11
<b>HENDRICKS BROS. AUTO SALES</b> .....	21
Hendricks, Leonard, Res. ....	149
Hendricks, Chris, Res. ....	146
Hendrickson, Mrs. Grace, Res. ....	44J
Hess, Albert, R. No. 2 .....	27F11
Hiltens, Lester, R. No. 1 .....	32F5
Hinaus, Earl, Res. ....	172
Hinaus, Owen, R. No. 1 .....	96J
Hoff, James, R. No. 2 .....	28R21
Hoffland, Matt, Res. ....	86W
Howard, E. L., Res. ....	107
Hudson, C. J., R. No. 2 .....	33F4
Humber, George, Res. ....	156W
I	
Imalone Store, R. No. 1 .....	52F21
Imalone Tabernacle, R. No. 1 .....	52F12
<b>IMALONE TAVERN (Lloyd Adsit), R. No. 1</b> .....	<b>52F21</b>
<b>IMALONE TAVERN (Chas. Thorpe), R. No. 1</b> .....	<b>52F11</b>
Ingvalson, Ivan, Res. ....	47J
Irwin, Ivan, Res. ....	176
Island Lake Resort (Raimann), New Auburn R. No. 3 .....	48F3
Island Lake Store, Resort & Tavern (Mrs. Bentz), N. Auburn R. No. 3 .....	48F30
Iverson, Ole, R. No. 1 .....	32F11
Iverson, Otto, Res. ....	133
J	
Jackson, Myron, R. No. 2 .....	164F22

## Fireside Lodge Agency

COMPLETE INSURANCE

NO ASSESSMENT

AUTO — FIRE — LIFE

TELEPHONE 48F11 or 48F14

CHARLES E. KOZEL

PLEASE CALL BY NUMBER



CLOVER FARM BRAND

TELEPHONE 12

# Farmers Store

GENERAL MERCHANDISE

GROCERIES

BRUCE

WISCONSIN

Jack Sprat Store .....	2
Jamiola, Ed, Res. ....	138J
Janoszek, Joseph, Res. ....	138J
Jenkins, R. D., Res. ....	20J
<b>JENKINS, R. D., Office and Garage</b> .....	<b>20W</b>
Jensen, A. P., R. No. 1 .....	40F30
Jewelry and Watch Repair Shop .....	155
Johnson, Fordie, Res. ....	84M
Johnson, Forest, Weyerhauser R. No. 2 .....	53F30
Johnson, Oscar, Res. ....	92
Jones, Mrs. Lynn, Res. ....	41R
Joyner, Mrs. Sarah, Res. ....	68R

K

Kahn, Frank, R. No. 1 .....	40F22
Karis, Ernie, Res. ....	78R
Karis, Joe, R. No. 2 .....	28F14
Keith, Edgar, Res. ....	67M
Keith, Perry, Res. ....	166J
Keith, John, R. No. 2 .....	27F5
Kelley, Jack, R. No. 1 .....	52F5
Kelley, J. O., R. No. 1 .....	32R11
Kernwein, Al., R. No. 2 .....	57F22
Kisling, Al., R. No. 2 .....	67R
Kisling, Herbert, Res. ....	91R
Klinger, Theodore, R. No. 1 .....	52F22
Klinkhammer, Leo, R. No. 1 .....	55F12
Klund, Harlow, R. No. 2 .....	164R11

## Fandel Radio Service

TELEVISION - RCA RADIOS AND VICTROLAS  
DOMESTIC SEWING MACHINES

WE REPAIR ALL MAKES OF RADIOS AND SEWING MACHINES  
LARGE SELECTION OF VICTOR "45" RECORDS

ACROSS FROM UNIQUE

PHONE 633J

LADYSMITH

PLEASE CALL BY NUMBER



MOTEL COURT

MODERN CABINS AND ROOMS

## Fred's Cities Service

FRED R. AUSTIN, Proprietor

SPARK PLUG SERVICE

BATTERY SERVICE

LUBRICATION - TIRE REPAIRS - ACCESSORIES

TELEPHONE 144 P. O.

BRUCE, WISCONSIN

<b>KNUDSON, ROLLAND, Musician and Radio Service, R. No. 2</b> .....	<b>164R21</b>
Koehler, Ed., Res. ....	84R
Koehler, Phil, Res. ....	51F4
Koschkee, Mrs. Charlotte, Res. ....	72M
Kostka, Paul, Res. ....	68J
<b>KOVACEVICH BROS., Office and Store</b> .....	<b>60</b>
Kovacevich, John, Res. ....	171
Kovacevich, Nick, R. No. 1 .....	32F2
Kovacevich, Pete, Res. ....	26M
Kozel, Charles, New Auburn R. No. 3 .....	48F14
Kozel, Mrs. Harry, New Auburn R. No. 3 .....	48F11
Kozuszek, Tedd K., R. No. 1 .....	32R12
<b>KRAFT SHOP, Island Lake, New Auburn R. No. 3</b> .....	<b>48F20</b>
Kramer, Raymond, R. No. 2 .....	35
Krembs, Rev. Phillip, Res. ....	147
Kraycha, Jack, Res. ....	16R

L

Ladysmith Dead Animal Service .....	Call Ladysmith Collect 11
<b>LALAN IMPLEMENTS, Office</b> .....	<b>13</b>
Lalan, Jack, Res. ....	118
Lalan, Leo, Res. ....	134
<b>LARSON, CALMAN, Refrigeration</b> .....	<b>139</b>
Larson, Mrs. Minnie, R. No. 1 .....	23F3
<b>LAST RESORT, Aldrich, R. No. 2</b> .....	<b>57R12</b>
<b>LEATHERMAN, WALTER, Insurance</b> .....	<b>122</b>
LeBlanc, Peter, Res. ....	85J
Lehman's Resort, Woodland Park, R. No. 2 .....	164F12

## Gustafson Ice Cream & Dairy Co.

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BUILDING MATERIAL

PLUMBING & HEATING

BOAT BUILDING

TELEPHONE 111

BRUCE, WIS.

Lehman, William, Res. -----	47R
Lepley, Bernal, Res. -----	175
Lepley, Lynn, R. No. 1 -----	37F5
Lindberg, General Irving, Res. -----	136
Long, Elmer, R. No. 1 -----	23F20
Lorenz, W. F., R. No. 2 -----	33F12
Lowery, Basil, R. No. 2 -----	33F20
<b>LOWERY'S LODGE, R. No. 2 -----</b>	<b>33F20</b>
Lutheran Parsonage -----	89J
Lundgren, Axel, R. No. 1 -----	37F22

## M

<b>MacARTHUR, D., HOTEL -----</b>	<b>62 P. O.</b>
MacArthur, Dougal, R. No. 1 -----	56R21
MacArthur, Lyle, R. No. 1 -----	56F3
McCabe, James, Res. -----	162
McCracken, Fred, New Auburn R. No. 3 -----	48F2
McCracken, I. F., New Auburn, R. No. 3 -----	48R31
McDonald, Art, Res. -----	93R
McDonald, Edward, Res. -----	41W
McEwen, Mrs. M., Res. -----	76M
McGlynn, Carroll, R. No. 1 -----	23F4
McGregor, Mrs. N. P., Res. -----	95
McHugh, York, R. No. 2 -----	28F11
McLean, Glenn, Ladysmith R. No. 3 -----	36F20
<b>MADDOCKS' DRUG STORE -----</b>	<b>80</b>
Maddocks, Raymond, Res. -----	65J
Mahoney, Basil, R. No. 2 -----	57R11

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ON HIGHWAY H — EIGHT MILES NORTH OF BRUCE

TELEPHONE 52F11

BRUCE

WISCONSIN

Malaise, Clayton, Jr., Res. ....	78J
Manderfeld, Ed., R. No. 2 .....	28F31
Manosky, David J., Res. ....	99
Martindale, Donald, R. No. 2 .....	28F13
Martindale, Robert, R. No. 2 .....	28R12
Mattison, Clarence, R. No. 1 .....	53F22
Mattison, Glen, R. No. 1 .....	23F14
Mattison, Lew, R. No. 1 .....	23F22
Mattison, Richard, R. No. 1 .....	53F5
Mayer, Emil, R. No. 1 .....	56F22
Mead, Henry B., Res. ....	81J
Meisegeier, Edward, R. No. 2 .....	27F2
Meisegeier, Charles, R. No. 2 .....	27F12
Meisegeier, Warren, R. No. 2 .....	36R12
Melrose, Robert, Res. ....	141
Mertz, Willard, Res. ....	157
Messmer, Ernest, Res. ....	93J
Mier, Minrod, Weyerhauser R. No. 2 .....	53F14
Mikunda, John H., Store .....	7
Miller, Fred, New Auburn R. No. 3 .....	48R12
Miller, George E., Res. ....	10W
Miller, Marlin, R. No. 2 .....	164F20
<b>MILO'S FEED STORE</b> .....	<b>73</b>
Milutinovich, Milo, Res. ....	151
Minneapolis-Moline Implements .....	60
<b>MIRR FUNERAL HOME</b> .....	<b>9</b>
Moberg, Leonard, Res. ....	85R

## John's Texaco Service

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Moon, Nyle, Res. -----	110
Moore, Clifford, Res. -----	25R
Moore, L. V., Res. -----	25M
Moore, Seth, R. No. 1 -----	56R11
Moore, Stanley, R. No. 1 -----	55F23
Morton, Glenn A., Jr., R. No. 2 -----	33F13

### N

Nachtwey, W. J., R. No. 1 -----	23F2
Nelson, Elmer, R. No. 1 -----	23R11
Nelson, Mrs. Mary, Res. -----	86R
<b>NELSON, N. A., Cattle Buyer, Res. -----</b>	<b>77</b>
Nelson, Russell, Res. -----	4J
Nelson, Wilbur, Res. -----	121
Newhagen, Rev. Olaf, R. No. 1 -----	52F12
News-Letter, Bruce -----	19
Noard, J. W., Res. -----	178
Noller, John, Res. -----	158
<b>NORTHLAND CAFE -----</b>	<b>63 P. O.</b>
Novander, Carter, R. No. 1 -----	43F12
Novander, Richard, Res. -----	47M
Nowicki, Cornelius, R. No. 1 -----	32F20

### O

Oleson, Orville, R. No. 2 -----	36F12
Oleson, Oscar, R. No. 2 -----	36F11
Olson, Henry, R. No. 2 -----	36F4
Olson, Leonard, Res. -----	88M

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CHRYSLER - PLYMOUTH

MINNEAPOLIS-MOLINE MACHINERY

PHONE 60

Paddock, Charles, R. No. 1 .....	53R21
Paddock, Thomas, R. No. 1 .....	34R21
Paulson, Donald, R. No. 1 .....	43F11
<b>PETER PAN CLEANERS</b> .....	<b>135</b>
Peters, Ralph, News-Letter .....	19
Peterson, Elmer, Res. ....	45
Peterson, Elvina, R. No. 1 .....	55F31
Peterson, Harry, R. No. 1 .....	55F2
Peterson, Leland, Res. ....	108
Peterson, W. J., R. No. 1 .....	55F5
Pfaffman, Rev. P. F., R. No. 1 .....	34F12
Pinnow, Paul, R. No. 2 .....	36F14
Poff, Stanley, Res. ....	39R
<b>POLICE</b> .....	<b>18</b>
Potter, Lee, R. No. 2 .....	28F30
Probst, Harry, R. No. 1 .....	159
<b>PROBST HEATING &amp; RURAL PLUMBING</b> .....	<b>159</b>
Public Schools .....	58
Pulaski Lake Store .....	164F4
<b>Q</b>	
Quade, Clarence, Res. ....	16M
Quade, Donald, Res. ....	51F30
Quinn, Albert, Res. ....	128
<b>QUINN OIL COMPANY</b> .....	<b>128</b>
<b>R</b>	
<b>RAIMANN, Gus and Erna, Island Lake Resort, N. Auburn, R. No. 3</b> .....	<b>48F3</b>
Ramsey, John, R. No. 2 .....	57F13

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TELEPHONE 546

LADYSMITH, WIS.

Rasmussen, Lyle, Res. ....	51F12
Refrigeration Repairs, Larson .....	139
Reichel, Al, R. No. 1 .....	34F11
Reichel, Andy, R. No. 1 .....	34F22
Reichel, Henry, R. No. 1 .....	34F13
Reichel, George, R. No. 1 .....	34F14
Robbins, Elmer, R. No. 1 .....	37F11
Romsos, Norman, Res. ....	91J
<b>ROOT BEER STAND</b> .....	<b>145</b>
Rosenow, Rev. C. R., Res. ....	89J
Rozak, Ted, Res. ....	51R12
<b>RYALL, IKE, Cattle Buyer, R. No. 1</b> .....	<b>32F30</b>

## S

St. John, E. V., New Auburn R. No. 3 .....	48F31
St. Louis, Mrs. Marie, Res. ....	126J
St. Louis, Maurice, Res. ....	68M
St. Mary's Rectory .....	147
Sauer, Mrs. W. H., Res. ....	1
Sauer, Donald, Res. ....	129
Schiessl, Adam, R. No. 2 .....	23R11
Schmidt, William, R. No. 1 .....	23F11
Schmitz, Henry, R. No. 1 .....	37R11
Schmitz, Mrs. Mary, R. No. 1 .....	43F21
Schmoll, Harold, Res. ....	131J
Schroeder, Erwin, Res. ....	93W
Schultz, Mrs. A. C., Res. ....	83
<b>SCHULTZ, DR. E. H., Office, Dentist</b> .....	<b>98</b>

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LADYSMITH, WIS.

Schultz, Robert, Res. ....	66
Scoles, Jack, R. No. 1 .....	37F14
Selinske, Edward, Weyerhauser R. No. 2 .....	53F2
Shell Bulk Station .....	128
Shydowski, Tony, R. No. 2 .....	57F5
<b>SILLMAN GARAGE, R. No. 2 .....</b>	<b>27F13</b>
Sieck, Henry and Jens, R. No. 1 .....	53F3
Sims, Nick, Res. ....	76J
<b>SKAFER, AULTON, Res., Apartments and Lockers .....</b>	<b>165</b>
Skafer, M., Res. ....	165
Smith, Mrs. Clara, R. No. 2 .....	28F4
<b>SOO LINE DEPOT .....</b>	<b>8</b>
Sorensen, Chris, Res. ....	67J
Sorensen, Mrs. J. and George, Res. ....	44W
Sorensen, Rose E., Real Estate, Insurance .....	15
Sorenson, P. Godfrey, R. No. 2 .....	28F21
Spiker, R. E., Res. ....	174
Spoolhoff, Case, Res. ....	51R11
Spoolhoff, Rense, R. No. 1 .....	23F12
Stahmann, L. E., Res. ....	10J
<b>STANDARD BULK STATION .....</b>	<b>75</b>
Stevens, Mrs. Burt, R. No. 2 .....	28F22
Stevens, David, R. No. 2 .....	28F22
<b>STEVENS, FRANK, Gravel, Sand, R. No. 2 .....</b>	<b>57F12</b>
Stevens, George, R. No. 2 .....	33F21
Stevens, Harold, R. No. 2 .....	57F30
Stevens, Herbert, R. No. 2 .....	33F22

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TEXACO



FIRESTONE

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BRUCE, WIS.

Stevens, Mae F., R. No. 2 .....	33F3
Stevens, Max, Res. ....	137J
Stevens, Woodrow, R. No. 2 .....	57F4
Stoll, Fred E., Jr., New Auburn R. No. 3 .....	48R21
Stone, Herbert P., R. No. 2 .....	57F14
<b>SURGE SALES &amp; SERVICE</b> .....	71
Swaney, Mrs. Bessie, Res. ....	152
Swaney, William, R. No. 2 .....	53R12
Sweet, Mrs. Edna, Ladysmith R. No. 2 .....	27F23

## T

Tatro, Clifford, Res. ....	117
Tatro, Guy C., R. No. 1 .....	56F4
Tatro, Kent, Res. ....	120
<b>TATRO OIL COMPANY</b> .....	117
Terrill, William L., Res. ....	132
Texaco Bulk Station .....	117
Thaler, Calvin, R. No. 1 .....	53F31
Theatre, Bruce .....	123W
Thorpe, Charles, R. No. 1 .....	52F11
Tiegs, Frank, R. No. 1 .....	23F21
Tilseth, Donald, Res. ....	167
Toepfer, Louis, Res. ....	51F20
Towers, Caryl, Res. ....	3
Towers, Claire B., Res. ....	75
Towers, Gilbert, Res. ....	109
Towers, Mrs. John, Res. ....	82
Towers, Roland, Res. ....	75W

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PHONE 128

BRUCE, WIS.

Triplett, Archie, R. No. 1 .....	32F14
Triplett, Ralph, R. No. 1 .....	32F4
Truman, Mrs. George, R. No. 1 .....	53R31
Truman, Wayne, R. No. 1 .....	53F4

**U**

Uecke Cafe .....	143 P. O.
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**V**

Valiquette, Victor A., Res. ....	69
Vetterkind, Walter, New Auburn R. No. 3 .....	48F23
Vic's Bar .....	79 P. O.
Vierck, John, Res. ....	148
<b>VILLAGE OF BRUCE FIRE HALL</b> .....	<b>18</b>
Vreeland, Leon, Res. ....	91W
Vreeland, Lewis, R. No. 1 .....	56F2
Vreeland, Norman, R. No. 1 .....	56F23
Vreeland, Roy R., R. No. 1 .....	56F5

**W**

Wagon Wheel, R. No. 1 .....	52F21
Waite, Joe, Res. ....	85W
Walker, C. V., Res. ....	54
Weinert, Walter, R. No. 1 .....	53F13
Weinert, Vincent, R. No. 1 .....	40F3
Wester, Blair, R. No. 2 .....	164F21
Wester, Clair, R. No. 2 .....	164F13
Weuthrich, William, R. No. 1 .....	43F13
<b>WHALEN, DR. M. L., Office</b> .....	<b>42W</b>
<b>WHALEN, DR. M. L., Res.</b> .....	<b>42J</b>

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White, Archie, Ladysmith R. No. 2 .....	27F30
Wiedenhoeft, A. C., R. No. 2 .....	33F14
Wiggington, Dean, Res. ....	39W
Williams, Col. F. W., Res. ....	33F5
<b>WILLIS, A. E., Store, New Auburn R. No. 3 .....</b>	<b>48F20</b>
Wilson, Woodrow, Res. ....	91M
Wisher, Frank, Res. ....	87W
Wisher, Iven, Res. ....	26J
<b>WONDERSPOT, AMACDY, R. No. 2 .....</b>	<b>33F13</b>
Wood, Bernard, New Auburn R. No. 3 .....	48F21
<b>WOODLAND PARK PAVILION AND TAVERN, R. No. 2 .....</b>	<b>164F12</b>
Woodmansee, Herbert, Res. ....	31
Woodmansee, George, Res. ....	116
Woodmansee, Robert, Res. ....	65W
Woodmansee, Roderick, Res. ....	124
Worrall, Donald E., R. No. 1 .....	56F11

## Z

Zebro, Albert, Res. ....	103
<b>ZEBRO'S FEED &amp; SEED STORE .....</b>	<b>89W</b>
<b>ZEHNER, BYRON, Cattle Hauler, Ladysmith R. No. 3 .....</b>	<b>36F2</b>
Zehner, Clarence, Ladysmith R. No. 3 .....	36F21
Zehner, George, Res. ....	87J
Zehner, Howard, R. No. 2 .....	36F5
Zeit, Ed., R. No. 1 .....	34F23
Zielke, Robert, Res. ....	123J
Zuber, Simon, Res. ....	72R

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TELEPHONE 9

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