

BRUCE TELEPHONE DIRECTORY

May 1963



• **EMERGENCY & SERVICE CALLS** •

FIRE - - - - - 2345
VILLAGE HALL - - - - - 2185
POLICE - - - - - 2278
SHERIFF'S DEPT. - - - - Dial 0
INFORMATION - - - - - Dial 0
LONG DISTANCE - - - - Dial 0
OFFICE OR REPAIR SERVICE
2995 or 4095
IF NO ANSWER - - Dial 0

FOR GENERAL INFORMATION
SEE INSIDE FRONT COVER



BRUCE TELEPHONE COMPANY, INC.
BRUCE, WISCONSIN

One of America's 3,200 Independent Telephone Companies

GENERAL INFORMATION

• 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".

Long Distance

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.

Night and Sunday rates apply from 6 P.M. to 4:30 A.M., and all day Sunday.

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 without extra cost except on station-to-station calls of 20¢ or less for the initial period. These take a higher rate when placed collect.

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.

Use of Foreign Equipment

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 and the assigning of telephone numbers and lines and to making 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

GENERAL

The Bruce Telephone Exchange has been assigned the name and number of Townsend 8 in order that it may be ready for the National Toll Dialing Program when it becomes effective.

When making a local call dial only the last four (4) numbers. However your complete number includes Townsend 8 (as Townsend 8-1234) and should be reported in full on Long Distance calls or given to those who may call you long distance.

HOW TO DIAL

1. Obtain the correct number as listed in the telephone directory. Assume that the last four digits of number desired is 3508.
2. Remove the receiver and listen until you hear the dial tone, a steady "humming" sound. This is your signal to start dialing.
3. With the receiver off, place your finger in the opening in the dial over the figure "3" and pull the dial around until your finger strikes the stop.
4. Release the dial and allow it to return without interference.
5. Then Dial "5" "0" "8" in the order in which they appear in the directory.
6. If your finger slips or an error is made while dialing, hang up for few seconds, and then dial again.

AUTOMATIC CONVERSATION TIME DISCONNECT

For your protection, your telephone is equipped with an "Automatic Conversation Time Disconnect." It will permit you to talk, on the average, from 6 to 8 minutes before it gives you a warning signal. The warning signal will sound like a busy tone. You will then have 20 to 30 seconds in which to hang up. If you wish to talk longer, it will be necessary to hang up and redial the number. This will not effect LONG DISTANCE calls.

HOW TO CALL ANOTHER 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 you simply 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 and you will then hear the dial tone and can complete your call. 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 three (3) numbers designate the party. When dialing a number with the first 3 numbers the same as the first 3 numbers 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. You will then hang up the receiver allowing the bell to ring for about 10 seconds, lift the 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 is a signal that someone on your own line is calling. Please stay on the line and give them time to come back on the line to talk to you.

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

BRUCE

Alphabetical Telephone Directory

(TO = TOWNSEND)

A

Abbotts Haulers	TO 8-3255
Adams Arthur H r RFD 2	TO 8-3459
Adams Billy r RFD 2	TO 8-2307
Adams John L r RFD 1	TO 8-2430
Adams Lewis r RFD 2	TO 8-3872
Alstad Bjarne r RFD 2 Ladysmith	TO 8-2729
Alvey Mrs Evelyn r	TO 8-2055
Alvey Sam r RFD 1	TO 8-2162
Alvey Selmer r	TO 8-4055
Amacoy Lake Motel RFD 2	TO 8-2335
Amacoy Lake Resort RFD 2	TO 8-2139
Amacoy Store RFD 2	TO 8-2332
Amberger Robert r RFD 1	TO 8-2834
Amble Thomas r RFD 2	TO 8-2137
AMERICAN BREEDERS	*TO 8-4425
ANDERSON ERNEST trucker RFD 1	TO 8-2323
Anderson Lester & Leonard r RFD 1	TO 8-3991
Anderson Raymond r RFD 1	TO 8-3865
Arey L S r RFD 1	TO 8-2161
Atkinson Bruce r RFD 1	TO 8-3986
Atwood Charles Sr r RFD 2	TO 8-3870
Atwood Dale r RFD 2	TO 8-3871
Atwood John r RFD 2	TO 8-3877
Atwood Ronald r RFD 2	TO 8-3931
Austin Fred R Badger Oil Co	*TO 8-3445
Austin's Motor Court	TO 8-3025
Austin Robert r RFD 2	TO 8-2333

B

Babinsky Henry r RFD 2 Ladysmith	TO 8-3594
BADGER OIL CO	TO 8-3445
Baker Glen r RFD 1	TO 8-2528
Balin Charles r RFD 3 New Auburn	TO 8-4089
Bartlett M C r RFD 2	TO 8-2361
Bartlett Rod r RFD 2	TO 8-3882
Bauer Mervin r RFD 1	*TO 8-2376
Beaulieu Mrs Adelor r	TO 8-2265
Beaulieu Darrell r RFD 1	TO 8-4002
Bebie Mrs Frances r	TO 8-3612
Beckman David B r	TO 8-3745
Beebe Mrs C A r RFD 2	TO 8-3893
Beebe Roy r RFD 2	TO 8-3898

Please Include "Townsend 8" as a part of your full Number
when placing out-of-town calls.

It is not necessary to dial TO (TOWNSEND) 8 on local calls.

Beilfuss Bert r	TO 8-3575
Benik Robert r	TO 8-4495
Bennett Vernon r	TO 8-3533
Bennor Walter r RFD 1	TO 8-2375
Benson Amiel r	TO 8-2415
Benson Arthur r RFD 1	TO 8-4385
Benson Donald r RFD 1	TO 8-3966
Benson Mrs Esther r RFD 1	TO 8-2513
Benson James L r RFD 1	TO 8-3100
Bernhardt Chris r	TO 8-3065
Berthold Elmer r RFD 2	TO 8-2364
Bessler Ray r	TO 8-2845
Bettner Mrs Arthur r RFD 2	TO 8-3644
Beyer Clifton r RFD 1	TO 8-2377
Bien Fred r	TO 8-3771

BILL'S NORTH STAR SERVICE

"We honor all credit cards" RFD 2.....	TO 8-4265
Billings Harold r	TO 8-2205
BIRCHWOOD RESORT RFD 2	TO 8-3936
BLAZEK JAMES upholsterer RFD 1 Ladysmith	TO 8-2372
Blix Clifford r	TO 8-2060
Blodgett Herman r RFD 1	TO 8-2534
Blodgett Howard r RFD 1	TO 8-2326
Boehmer Mrs Malinda r	TO 8-3365
Bollman James r RFD 2	TO 8-3925
Bollman Mrs Myrtle r RFD 2	TO 8-3927
Bonek Harry r	TO 8-3135
Farm RFD 1	TO 8-2533
Booher Charles LeRoy r RFD 1	TO 8-2517
Booth Gerald r	*TO 8-3605
Boss Peter r	TO 8-4135
Boyea Dale r	TO 8-2763
Brainerd Harry r RFD 2	TO 8-3948
Brainerd Lyman r RFD 1	TO 8-3998
Brezovsky Steve r RFD 1	TO 8-2436
Briggs James H r RFD 1	TO 8-3205
Briggs William r	TO 8-2853
Broad Ralph r RFD 2	TO 8-3889
Brocker Pastor F J r	TO 8-4451
Bruce Agency insurance	TO 8-2155
Bruce Beauty Shop	TO 8-2035
Bruce Blacksmith Shop	TO 8-4175
BRUCE BLOCK CO (Cliff Moore)	*TO 8-4045
BRUCE BOWLING CENTER	TO 8-2495
Bruce Cafe	TO 8-2465
BRUCE CLOTHING STORE	TO 8-2975
Bruce Drug Store	*TO 8-2805
Bruce Electric Shop	TO 8-2945
BRUCE HARDWARE CO	TO 8-2045
BRUCE JEWELRY STORE	TO 8-3555
BRUCE LUMBER & SUPPLY	TO 8-3115
Bruce News-Letter	TO 8-2195
Bruce North Shore Mfg Co sewing room	TO 8-2605
Cutting Room	TO 8-4405
BRUCE PROCESSING & MEAT MKT	TO 8-2741

Bruce Public Schools -----	TO 8-2585
Garage -----	TO 8-3435
BRUCE PUMP & TRENCHING SERVICE -----	TO 8-3395
BRUCE TELEPHONE CO -----	TO 8-2995
Manager's Residence -----	TO 8-4095
Bruce Theatre -----	TO 8-3235
Bruce Village Hall -----	TO 8-2185
Bruhn Theodore r RFD 2 -----	TO 8-2282
Bryant Leslie r RFD 2 -----	TO 8-2305
Buchholz Feed Store -----	TO 8-2735
BUD'S SUPER SHELL STATION -----	TO 8-3005
Burcalow Mrs Mildred & Wm r RFD 1 -----	TO 8-2566
Burgh Robert r RFD 1 -----	TO 8-3981
Burlingham Harold r RFD 1 -----	TO 8-2371
Burns Darwin r RFD 1 -----	TO 8-2550
Burns Mrs Lillian r RFD 1 -----	TO 8-3362
Burt William livestock breeder RFD 2 -----	TO 8-2951
Button Roweland r -----	TO 8-2516

C

Cabanowski William r RFD 2 -----	TO 8-3487
Callahan V r RFD 2 -----	TO 8-3940
Callies Mrs George r -----	TO 8-4221
Cameron Russell r RFD 2 -----	TO 8-2558
Campbell Mrs H W r -----	TO 8-2885
Canaday William r RFD 2 -----	TO 8-2557
Carr John Jr r RFD 1 -----	TO 8-2961
Carr John "Jack" Sr r -----	TO 8-2782
Carter Stanley r -----	TO 8-3775
Case Lawrence r RFD 2 -----	TO 8-2957
Catholic Rectory -----	*TO 8-3475
Chandler Ray W r RFD 1 -----	TO 8-3956
CHIPPEWA FALLS RENDERING CO -----	*TO 8-4095
Christianson Audie L Jr r RFD 1 -----	TO 8-3154
Christianson Donald r RFD 1 -----	TO 8-3151
Church of Christ parsonage RFD 3 New Auburn -----	TO 8-2572
Clark Keith r RFD 2 -----	TO 8-3885
Clark William r RFD 2 -----	TO 8-2559
Clark Willis r RFD 2 -----	TO 8-3868
Clausen Harold r RFD 1 -----	TO 8-4003
Clausen Herman insurance -----	TO 8-3275
Clough Clarence r RFD 2 -----	TO 8-3887
Coleman Wallace livestock RFD 2 -----	TO 8-3045
Compton Mrs Elvira r RFD 2 -----	TO 8-2285
Compton Herbert r RFD 2 -----	TO 8-2285
Conover Fred r RFD 2 -----	TO 8-2404
Conover Mrs Jack r RFD 2 -----	TO 8-2402
Corderman Alvin r RFD 2 -----	TO 8-3932
Crotteau John r RFD 1 -----	TO 8-2530

Please Include "Townsend 8" as a part of your full Number
when placing out-of-town calls.

It is not necessary to dial TO (TOWnsend) 8 on local calls.

D

Daily Mrs John r	TO 8-3415
Daily Vacation Bible School at Imalone RFD 1 *TO	8-2370
Dairyland Electric Cooperative RFD 3 Ladysmith	TO 8-2366
DAIRYLAND STATE BANK	TO 8-2175
Daniels Dean r RFD 1	TO 8-3106
Daniels Irvin r RFD 1	TO 8-2568
Daniels Otel Mrs r RFD 1	TO 8-3405
Danielson Kenneth r RFD 2	*TO 8-9245PO
Dappen Glen r RFD 2	TO 8-3902
Dauer Carl r	TO 8-3693
Daufenbach Carl r RFD 2	TO 8-3890
David Alfred r RFD 1	TO 8-3961
Davis Lester r	TO 8-3265
Davison Mrs O L r	TO 8-3631
Dearhamer Chloe Mrs r	TO 8-3121
Dearhamer Lloyd r RFD 2 Weyerhauser	TO 8-3970
Dearhamer Ralph r RFD 1	TO 8-3967
Debner Michael r RFD 1	TO 8-2962
Dietlein W F r RFD 3 New Auburn	TO 8-2481
Dillivan Bernard r RFD 1	TO 8-2839
Dillivan Warren r RFD 1	TO 8-3988
Doorn Delbert r RFD 1	TO 8-3996
Doorn Louis r RFD 1	TO 8-3995
Doorn Robert r	TO 8-3525
Drake Wesley r RFD 1	TO 8-3673
Draus John r RFD 2	TO 8-3484
Drause Charles r RFD 2	TO 8-4191
Duffey Dr John R cottage RFD 2	TO 8-3938
Duzzell Ronald r RFD 2	TO 8-2409

E

ED'S RADIO & TV REPAIR	*TO 8-4205
Effertz Henry r RFD 2 Weyerhauser	TO 8-2537
Effertz John r RFD 2 Weyerhauser	TO 8-4182
Effertz Matt r RFD 2 Weyerhauser	TO 8-4186
Egerer A W r	TO 8-3615
Ehmann Ed r RFD 3 Ladysmith	TO 8-2368
Eke Berger r RFD 2	TO 8-3945
Ellison Noble r	TO 8-2912
Ellison Reeve r	TO 8-2595
Elwood Perry r	TO 8-2391
Emons Mrs Bertha r RFD 2	TO 8-3456
Engel Jack r RFD 1 Ladysmith	TO 8-2379
Evenson Ralph r	TO 8-3633
Ewald Clayton r	TO 8-3015
Ewald Mrs Eggert Transfer	TO 8-2385
Ewald Harold r RFD 1	TO 8-3671

F

Farmer's Store	TO 8-2125
Fawley Earl r RFD 2	TO 8-2288
Fawley Joe r RFD 1	TO 8-2514
Federated Church Parsonage	TO 8-3565
Feller Arnold r	TO 8-2940
Feller Robert r	TO 8-4485

Felton Trueman r RFD 2	TO 8-3944
Fetke Henry r RFD 1	TO 8-2560
Fetting Barry r	TO 8-3691
Fetting Dennis r	TO 8-2251
Fetting Manly r RFD 1	TO 8-2320
Fetting Robert r RFD 1	TO 8-2638
Figura John r RFD 1	TO 8-3864
FIGURA MACHINE & PLASTIC WORKS	TO 8-2615
Figura Michael r RFD 2	TO 8-4293
Figura Wm r RFD 2	*TO 8-3876
FIGURA WM WELL DRILLING & REPAIRS	
RFD 2	TO 8-3876
Finke Norbert r RFD 1	TO 8-3993
FIRE CALLS	*TO 8-2345
Fireside Lodge RFD 3 New Auburn	*TO 8-4085
Fleuter Carl r RFD 2	TO 8-3930
Flohr Gust r RFD 1	TO 8-3155
Frank's Bait Shop RFD 1	*TO 8-2529
Frenzel George r RFD 1	TO 8-2522
FRIENDLY RESORT RFD 3 New Auburn	TO 8-2575
Frisinger Mrs Beryl r RFD 1	TO 8-2438
Frisinger Wallace r RFD 1	TO 8-2439
Frystak Mrs Frances r	TO 8-4171
Fuglsang John r	TO 8-2762
Fults Harold r RFD 2	TO 8-2280

G

Gamble Store	TO 8-2065
Gapinski Stanley r RFD 1	TO 8-2523
Gauthier Henry r RFD 3 New Auburn	TO 8-2570
Gavin Mrs Dan r RFD 2	TO 8-4102
Geraghty C E r	TO 8-2491
Gerken Kurt Sr r RFD 2	TO 8-3641
Ginzer Frank r RFD 1 Ladysmith	TO 8-3595
Girard George r RFD 3 Ladysmith	*TO 8-2366
Glotfelty Herman r RFD 2	TO 8-2287
Gochee Diamond r RFD 1	TO 8-3992
Gochee Ed r RFD 1	TO 8-3990
Goff Earl r RFD 2	TO 8-3875
Goff Herbert r RFD 2	TO 8-3878
Gohde Lewis r RFD 2	TO 8-2407
Goin Charles r RFD 1	*TO 8-2514
Goin Gene r RFD 1	TO 8-2633
Gordon Herbert r RFD 1	TO 8-2831
Graves Floyd r RFD 1	TO 8-2431
Green Acres Resort RFD 3 New Auburn	TO 8-2576
Grensing Carl r RFD 2	TO 8-2369
Grensing Walter r RFD 2	TO 8-2363
Grieve Mrs Alvera r RFD 2	TO 8-2362
Grubb Albert r RFD 1	TO 8-2521
Gudis Charles r RFD 2 Ladysmith	TO 8-2272
Gudis John r RFD 1	TO 8-2324
Gundt Everett r RFD 2	TO 8-2675
Gunn Clayton r RFD 2	TO 8-3949
Gunn Frank r RFD 3 New Auburn	TO 8-4086
Gutheridge Everett H r	TO 8-2761

H

Hagen John B r RFD 2	TO 8-3642
Hagerty G A attorney	TO 8-2645
Residence	TO 8-2775
Hamilton Mrs Elmer r	TO 8-2781
Hansen N Y r	TO 8-2785
Hanson Alvin r RFD 2	TO 8-4297
Hanson Bennie L r	TO 8-3665
Harris Mrs Chester r RFD 2	TO 8-2406
Harris Mrs John C r RFD 2	TO 8-2403
Harvey Mrs Allie r	TO 8-3195
Harvey Bill r	TO 8-3845
Harvey Mrs Carolyn r RFD 1	TO 8-2165
Haskins Robert r RFD 2	TO 8-2303
Hause Lloyd r	TO 8-2262
Hawley Myron r	TO 8-2255
Hayden Dale r RFD 1	TO 8-2551
Hayden Lynn r RFD 1	TO 8-2163
Hayden Olga Mrs r RFD 2	TO 8-2552
Heath Sherman r RFD 1	TO 8-2432
Hein Implement Co	TO 8-2455
Heintz James L r RFD 2	TO 8-3643
HELMER IMPLEMENT CO RFD 1	TO 8-3305
Helmer John r RFD 1	TO 8-3300
Hemphill Arnold r	TO 8-3145
Hemphill Fay r	TO 8-3215
Hemphill's Radiator Service	TO 8-3215
Hemphill William r RFD 2	TO 8-2304
HENDRICKS BROS AUTO SALES	TO 8-2095
Hendricks Chris r	TO 8-3465
Hendricks Leonard "Chick" r	TO 8-3495
Hendrickson Mrs Grace r	TO 8-2441
Hess Albert r RFD 2	TO 8-4299
Higgins Gary P veterinarian	TO 8-3785
Hilten Lester r RFD 1	TO 8-2433
Hinaus Earl r	TO 8-3725
Hinaus Owen r RFD 1	TO 8-2746
Hite Robert r RFD 3 New Auburn	*TO 8-2576
Hoelt Bernard r RFD 1	TO 8-2525
Hoelt Frank r RFD 1	TO 8-2529
Hoffelt Edmund r RFD 1	TO 8-4005
Holly Frank r RFD 2 Ladysmith	TO 8-2726
Holmes William r RFD 2	TO 8-2405
Hoople Bryon r RFD 2	TO 8-3939
House Gilbert r RFD 2	TO 8-2400
Huiras Paul r RFD 2	TO 8-2958
Huml Louis r	TO 8-4235
Huntington Ed r RFD 2	TO 8-3647

I

Imalone Bible Church RFD 1	TO 8-2370
Island Lake Church of Christ	
RFD 3 New Auburn	TO 8-2572
ISLAND LAKE RESORT R3 New Auburn	TO 8-2571
Iverson Ole r	TO 8-2460
Iverson Mrs Otto r	TO 8-2473
Iverson William r	TO 8-2932

J

Jacobson Edward M Dr optometrist Office 122½ N Main -----	Rice Lake CE 4-3113
Jandrt Mrs Rudy r -----	TO 8-2851
Janikowski Stanley r RFD 3 New Auburn ---*	TO 8-2578
Janoszek Joe r RFD 2 -----	TO 8-3458
Janowski George r RFD 2 -----	TO 8-2955
Jaskowiak Stanley r RFD 2 Weyerhauser --	TO 8-4183
Jay Norma r RFD 1 -----	TO 8-2370
Jenkins Ralph D r -----	TO 8-3345
Jenson LeRoy r -----	TO 8-4465
Johnson Albert C r RFD 2 -----	TO 8-2956
Johnson Clarence r RFD 2 -----	TO 8-2959
Johnson Ferdinand "Fordie" r RFD 1 -----	TO 8-3375
Johnson Gene r RFD 1 -----	TO 8-3150
Johnson James r RFD 1 -----	TO 8-2920
Johnson John Alfred r RFD 2 Ladysmith ----	TO 8-2725
Johnson Mrs Laura & Vernon r RFD 1 -----	TO 8-3152
Johnson Oscar trucker -----	TO 8-2925
Jones Ronald r -----	TO 8-2412
Joyner Allen r RFD 1 -----	TO 8-3866
Joyner Elmer r RFD 1 -----	TO 8-2531

K

Kahn Frank r RFD 2 -----	TO 8-2401
Keeley Lillian r RFD 2 -----*	TO 8-3936
Keith Edgar r RFD 2 -----	TO 8-2673
Keith John r RFD 2 -----	TO 8-2306
Keith Perry r -----	TO 8-3661
Keith Rodney r -----	TO 8-3765
Kelley J O r RFD 1 -----	TO 8-2832
Kelley Jack r RFD 1 -----	TO 8-2373
Kernwein Al r RFD 2 -----	TO 8-3942
Kisling Allen r RFD 2 -----	TO 8-2413
Kisling Mrs Clara r -----	TO 8-3261
Kisling Harley r -----	TO 8-2971
Klaar Otto r RFD 3 New Auburn -----	TO 8-4369
Klarkowski Ambrose r -----	TO 8-2913
Klein Maurice r -----	TO 8-3325
Klund's Harlowe tavern RFD 2 -----	TO 8-3640
KNUDSON RADIO & TV SERVICE RFD 2 -----	TO 8-3915
Koehler Ed r -----	TO 8-2842
Kohler Leslie r RFD 1 -----	TO 8-3108
Kopras Edmund r -----	TO 8-3701
Kosnak Si r RFD 2 Weyerhauser -----	TO 8-4181
Kovacevich John r -----	TO 8-3715
Kovacevich Nick r RFD 2 -----	TO 8-2553
Kozel's Fireside Lodge R3 New Auburn ----	TO 8-4085
Kraeuche George r RFD 1 -----	TO 8-3987
Kraft Shop RFD 3 New Auburn -----	TO 8-2578

Please include "Townsend 8" as a part of your full Number
when placing out-of-town calls.

It is not necessary to dial TO (Townsend) 8 on local calls.

Kramer Harold r RFD 3 New Auburn	TO 8-4367
Kramer Raymond r RFD 2	TO 8-2355
Kramer Robert r RFD 2	TO 8-4103
Kramer Vernon r RFD 3 New Auburn	TO 8-2488
Krebs Rudolph r RFD 1	TO 8-2164
Krzyzaniak Mrs Stella r RFD 2 Weyerhauser ...	TO 8-4187

L

LaBlonde E C r RFD 2	TO 8-3943
LADYSMITH FLOWER SHOP & GREENHOUSES	
909 1st st S	Ladysmith 84W
If No Answer Call	Ladysmith 871
Lalan Jack r RFD 1	TO 8-3185
Lampert Yards Inc lumber	TO 8-2705
Lancaster Col J L r RFD 2 Ladysmith	TO 8-3896
Langhoff Del r RFD 1	TO 8-3581
Larson Mrs Minnie r RFD 1	TO 8-3101
Leatherman Walter r	TO 8-3225
Lee Mrs Joseph B r RFD 2	TO 8-3873
Lehman William r	TO 8-2472
Leon's Texaco	TO 8-3125
Lepley Bernal r	TO 8-4071
Lepley Lynn r RFD 1	TO 8-4001
Lindau David r	TO 8-3851
Lone Pine Lodge RFD 2	TO 8-3450
Longanecker Mrs Freeda r RFD 2	TO 8-4303
Loomis Charles r RFD 1	TO 8-3153
Loomis Seth r RFD 1 Ladysmith	TO 8-3599
Lorenz W F r RFD 2	TO 8-3880
Loux Henry r RFD 2	TO 8-3452
Lowman Mrs O J r RFD 3 New Auburn ...	TO 8-2574
Lundgren Axel r RFD 1	TO 8-3999
Lysdahl F W r RFD 2	TO 8-2339

M

MacArthur Dougal r RFD 1	TO 8-3963
MACARTHUR HOTEL	TO 8-2625
MacArthur Lyall r RFD 1	TO 8-3961
MADDOCK'S DRUG STORE	TO 8-2805
Maddocks Raymond r	TO 8-3681
Madison Glen r RFD 2	TO 8-3455
Mahoney Basil r RFD 2	TO 8-3935
Malaise Clayton r	TO 8-4035
Manderfeld Ed r RFD 2	TO 8-3881
MANOSKY DAVID J tel co mgr ofc	TO 8-2995
Residence	TO 8-4095
Children's Telephone	TO 8-3735
Manosky Farm r RFD 1	TO 8-2895
Mansky Roman r RFD 1	TO 8-3157
Martin Gerald M r RFD 2	TO 8-2337
MARTIN'S TIRE & SUPPLY CO	TO 8-3175
Martindale Donald r RFD 2	TO 8-2286
Martindale Harold r RFD 2	TO 8-2131
Martindale Robert r RFD 2	TO 8-3886
Martindale Mrs Walter r RFD 2	TO 8-2132

Mason Gilbert r RFD 3 New Auburn	TO 8-2573
Mattison Glenn r RFD 1	TO 8-3107
Mattison Lew r RFD 1	TO 8-3105
Mattison Richard r RFD 1	TO 8-3973
Mawson Mrs Joe r	TO 8-2883
Mayer Niel r RFD 1	TO 8-3965
Mayou Carl r RFD 2 Ladysmith	TO 8-4327
McCann Allen r RFD 1	TO 8-3861
McCracken Harold r RFD 3 New Auburn	TO 8-2485
McCracken I F r RFD 3 New Auburn	TO 8-2483
McCrackin Ernest r RFD 3 New Auburn	TO 8-2571
McCrillis John H r RFD 2	TO 8-3451
McCumber Kenneth r RFD 2	TO 8-2953
McDonald Edward r	TO 8-3795

McELRAVY-GEIER FUNERAL HOME INC

120 Fritz ave East	Ladysmith 433
McGinnis Chester r RFD 1	TO 8-2562
McHugh York r RFD 2	TO 8-3488
McLean John r RFD 2	TO 8-3926
Mead Ben r	TO 8-2811
Mead Earl r RFD 1	TO 8-2328
Meier Edward r RFD 2	TO 8-2331
Meisegeier Edward Dairy Products RFD 2	TO 8-3895
Meisegeier Gary r RFD 2	TO 8-4294
Meisegeier Warren r RFD 2	TO 8-4295
Mikunda Clover Farm Store	TO 8-2075
Mikunda John H r	TO 8-3075
Miller Ernest r RFD 2 Ladysmith	TO 8-2276
Miller Fred r RFD 3 New Auburn	TO 8-2484
Miller Marlin r RFD 2	TO 8-3648
Milutinovich Milo r	TO 8-3515
Mincoff Mrs George r RFD 2	TO 8-3879
Miniatt E L r	*TO 8-2837
Miniatt Edward R r RFD 2	TO 8-2836

MIRR FUNERAL HOME

If No Answer Call Collect	Ladysmith 481
Mizener Elzie r RFD 2 Weyerhauser	TO 8-3974
Moberg William Leonard r	TO 8-4245
Mohlenbrink Henry r	TO 8-2681
Moon Howard r	*TO 8-3095
Moon Nyle r	TO 8-3090

MOON OIL COMPANY

MOON OIL COMPANY	TO 8-3095
MOORE CLIFFORD trucker	TO 8-4045
Moore Seth r RFD 1	TO 8-3962
Moore Stanley r RFD 1	TO 8-2556
Moser Orval r	TO 8-2843
Myers Mrs James r RFD 2 Ladysmith	TO 8-2728
Myers Raymond r RFD 1	TO 8-3983

N

Nachtwey Mrs W J r RFD 1	TO 8-3955
Nathaniel Lutheran Church parsonage	*TO 8-4451

Please Include "Townsend 8" as a part of your full Number when placing out-of-town calls.

It is not necessary to dial TO (Townsend) 8 on local calls.

Nelson Elmer r RFD 1	TO 8-3104
Nelson Gilbert r RFD 2 Ladysmith	TO 8-2274
Nelson Larry r RFD 1	*TO 8-3104
Nelson Mrs Mary r	TO 8-2862
Nelson Mrs Morris r RFD 2 Ladysmith	TO 8-2279
Nelson Russell r	TO 8-2040
Nielsen Charles r RFD 1 Ladysmith	TO 8-3592
Nielsen Lawrits r RFD 1 Ladysmith	TO 8-3590
Nielsen Philip r RFD 1 Ladysmith	TO 8-3591
Noller John r	TO 8-2411
NORTH STAR DAIRY	TO 8-2295
NORTHERN PROVED SIRE SERVICE	
Box 228 Ladysmith	TO 8-4425
Northwest Mink Ranches Inc RFD 1	TO 8-3581
If No Answer Call	TO 8-3580
NORTHWESTERN LOAN CORP	TO 8-3385
Novander Richard r	TO 8-2933

O

Oberling R W r RFD 2	TO 8-4084
Olesiak Walter r RFD 1	TO 8-3976
Oleson Orville r RFD 2	TO 8-3920
Oleson Mrs Oscar r	TO 8-3263
Olson Freebert r RFD 1	TO 8-2435
Olson Mrs Henry r RFD 2	TO 8-4292
Olson Paul r RFD 1	TO 8-3159
Oman Charles r RFD 2	TO 8-2671
Omer Jack r	TO 8-3500

P

Paddock Charles r RFD 1	TO 8-3978
Paddock Nathan r RFD 1	TO 8-2434
Paddock Thomas r RFD 1	TO 8-2635
Paszak Bill r RFD 1	TO 8-2518
Paulson Donald r RFD 2	TO 8-3905
Peavey Harold r RFD 2	TO 8-3453
Peck Alvin r RFD 1	TO 8-3989
Pennington Palmer r	TO 8-4101
Perkovich Mike r RFD 1	TO 8-3158
Peter Pan Cleaners	TO 8-3355
Peters Ralph r	TO 8-4025
Petersen Roy N r	TO 8-2475
Peterson Mrs Elmer r RFD 2	TO 8-3821
Peterson Elvina r	TO 8-2261
Peterson Glenn r RFD 1	TO 8-2634
Peterson Henry J r RFD 2 Ladysmith	TO 8-2724
Peterson Leland r RFD 2	TO 8-3085
Peterson W J r	TO 8-4105
Peterson William r RFD 2 Ladysmith	TO 8-2275
PETE'S CAFE & TRUCK STOP RFD 2	TO 8-9245PO
Pfefferle Ray r RFD 2 Ladysmith	TO 8-3892
Pine Grove Tavern RFD 2	TO 8-4290
Pinney B A r	TO 8-3694
Pinnow Bernard r RFD 2	TO 8-2367
Plaszcz Frank r RFD 2	TO 8-3485
Polden Wayne r RFD 3 New Auburn	*TO 8-2572

POLICE	TO 8-2278
If No Answer Call	TO 8-2185
Ponsler Charles r RFD 1	TO 8-2471
Potter Mrs Ralph r	TO 8-2395
Powers Duane r RFD 2	TO 8-4255
Prosser Charles r RFD 1	TO 8-4838

Q

Quade Donald r RFD 1	TO 8-2515
Quinn Albert r	TO 8-3280
QUINN OIL CO	TO 8-3285

R

RADKA WALTER J airedale kennels	
RFD 1 Ladysmith	TO 8-3597
Ramsey John W r	TO 8-2855
Rasmussen Lyle r RFD 1	TO 8-2510
Rayment C A r RFD 2	TO 8-2136
Reichel Andy r RFD 1	TO 8-2639
Reichel Clayton r RFD 1	TO 8-2630
Reichel Henry r RFD 1	TO 8-2636
Rethwisch Harold r RFD 2	TO 8-4296
Robbins Elmer r RFD 1	TO 8-3994
Robinson Charles r RFD 1 Ladysmith	TO 8-3596
Robinson Mrs Charlotte r RFD 2	TO 8-3915
Robinson Jerome r RFD 1 Ladysmith	TO 8-3593
Rolstad Virgil L r	TO 8-4015
Root Byron r RFD 2 Ladysmith	TO 8-2720
Root Mrs Ross r RFD 2 Ladysmith	TO 8-2720
Rouleau Pat r RFD 2	TO 8-3483
Ryall Arthur r RFD 1	TO 8-2835
Ryall Ike r RFD 1	TO 8-2830

S

St John Norma Mrs r RFD 3 New Auburn ..	TO 8-2577
St Louis Maurice r	TO 8-2683
St Mary's Catholic Church	*TO 8-3475
St Mary's Catholic Rectory	TO 8-3475
SAM'S SPORTING GOODS STORE	TO 8-4435
Sauer Donald r	TO 8-3295
Scheel Carl r RFD 1 Ladysmith	TO 8-3598
Schiessl Adam r RFD 2	TO 8-3883
Schillinger Ernest r RFD 2	TO 8-4306
Schipper Rev Robert r	TO 8-3475
Schmidt William r	TO 8-3675
Schmitz Henry r RFD 1	TO 8-4000
Schott Alex r RFD 1	TO 8-2526
Schroeder Irvin r	TO 8-2935
Schultz E H dentist RFD 1	TO 8-2985
Schultz Elizabeth r	TO 8-4285
Schultz Robert r	TO 8-2665
Schwock Mrs Donna Fay r	TO 8-3522
Scoles Jack r RFD 1	TO 8-3997
Selinske Edward r	TO 8-4205
Selinske Radio & TV Repair	TO 8-4205
Severin Mrs Harold r RFD 2	TO 8-2408
Shearman Mrs May r RFD 1	TO 8-3980
Sheffield Richard r RFD 2	TO 8-2672

Shimko Robert r RFD 1	TO 8-2631
Shydowski Tony r RFD 2	TO 8-3933
Sieck Amanda Mrs & Jens r RFD 1	TO 8-3971
Siglin Jack r	TO 8-3825
Simpson William r	TO 8-3635
Sims Archie (Nick) r	TO 8-4121
Siverling Gerald r	TO 8-2863
Sizemore Mrs Carol r	TO 8-2861
Skafer Apartments	TO 8-3655
Skogen Eldon r	TO 8-3755
Skorupa Albert r	TO 8-4141
Sleider Vincent r RFD 1	TO 8-3984
Slesar E J r RFD 2	TO 8-3921
Smith Gilbert r RFD 2	TO 8-3888
Smith Hugh r RFD 2	TO 8-2302
Smith John E r	TO 8-2145
Snowflake Hereford Ranch RFD 1	TO 8-2837
Sobkoviak Joseph r	TO 8-2881
Soo Line Depot	TO 8-2085
Sorenson Bud r	TO 8-3363
Sorenson Hans C r	TO 8-2682
Sorenson Ira r RFD 1	TO 8-2833
Spade's Resort RFD 2	TO 8-2338
Spears Ernest r	TO 8-3835
Spoolhoof Case r RFD 1	TO 8-2519
Spoolhoff Rense r	TO 8-3262
Stahmann L E Mrs r	TO 8-2105
STANDARD OIL CO	*TO 8-2750
Steckel Richard r	TO 8-3055
Stefczak Edmund r RFD 2	TO 8-2138
STEFFEK MIKE TAVERN & STORE	
RFD 3 New Auburn	TO 8-2480
STEBERGER'S SUNNY SLOPE RESORT	
RFD 2	TO 8-2134
Steindorf Clarence r	TO 8-3521
STERLING AGENCY insurance	TO 8-3545
Stevens & Sons Truck & Shovel Service	
RFD 2	TO 8-4335 or
Stevens David r RFD 2	TO 8-3486
Stevens Frank r RFD 2	TO 8-2130
Stevens George r RFD 2	TO 8-2135
Stevens Harold r RFD 2	TO 8-3934
Stevens Herbert r RFD 2	TO 8-3884
Stevens Mrs Mabel r RFD 2	TO 8-2330
Stevens Max r RFD 1	TO 8-3371
STEVENS STANDARD STATION	TO 8-4425
Stevens Woodrow r RFD 2	TO 8-4335
Stoll Fred E Jr r RFD 2	TO 8-4082
Stone Herbert P r RFD 2	TO 8-3937
Stratton Harold r RFD 3 New Auburn	TO 8-2482
Stromberg Albin r RFD 1	TO 8-4384
SURGE SALES & SERVICE	TO 8-3605
Sutton Vernon C r	TO 8-2013
Swada John r RFD 2 Weyerhauser	TO 8-4188
Swaney John r RFD 2 Weyerhauser	TO 8-4185

Swanson Melvin r _____ TO 8-3425
 Sweet Mrs Edna r RFD 2 Ladysmith _____ *TO 8-3892
 Szura Stanley r RFD 3 New Auburn _____ TO 8-4087

T

Tabat Joe r RFD 2 _____ TO 8-2133
 Tall Pines Trailer Court RFD 2 _____ TO 8-4291
 Tatro Mrs Dorothea r _____ TO 8-2715
 Tatro Merwyn r _____ TO 8-4212
 Taylor Duane r RFD 2 _____ TO 8-3947
 Taylor Larry r _____ TO 8-4165
 Templeton L W r RFD 1 _____ TO 8-3156
 Thaler Calvin r RFD 1 _____ TO 8-3972
 Thorpe Charles W tavern RFD 1 _____ TO 8-2374
 Tibbits Mrs Bethyl r _____ TO 8-4231
 Tiegs Mrs Florence r RFD 1 _____ TO 8-2965
 Tiegs Otto r RFD 1 _____ TO 8-3103
 Toepfer Louis r RFD 1 _____ TO 8-3672
 Tomasovich Louis r RFD 2 Ladysmith _____ TO 8-2727
 Tomczak George C r RFD 2 _____ TO 8-2952
 Towers Claire B r _____ TO 8-2755
 Towers Gilbert r RFD 1 _____ TO 8-3860
 Towers May r _____ TO 8-2825
 Towers Roland r _____ TO 8-2750
 Trefiz Sam r _____ TO 8-3815
 Triplett Archie r RFD 1 _____ TO 8-2327
 Triplett Ralph r RFD 1 _____ TO 8-2322
 Trott Byron r RFD 2 Ladysmith _____ TO 8-2721
 Truman Wayne r RFD 1 _____ TO 8-2532
 Turner Charles r RFD 2 _____ TO 8-3941

U

Urmanski Frank r RFD 2 _____ TO 8-2281

V

Valiquette Victor A r _____ TO 8-2695
 Van Soelen John r RFD 2 _____ TO 8-2950
 Vetterkind Gary r RFD 1 _____ TO 8-2511
 Vierck Jack Body Shop _____ TO 8-3625
 Village Hall _____ *TO 8-2185
 Vobernik Richard r RFD 1 _____ TO 8-2536
 Vocational Sewing School _____ TO 8-3805
 Vought Frank r RFD 1 _____ TO 8-2321
 Vreeland Boyd r RFD 1 _____ *TO 8-2567
 Vreeland Frank r RFD 1 _____ TO 8-2512
 Vreeland Leon r _____ TO 8-2915
 Vreeland Lewis r RFD 1 _____ TO 8-2565
 Vreeland Norman r RFD 1 _____ TO 8-2567
 Vreeland Roy r RFD 1 _____ TO 8-2563
 Vreeland Wayne r RFD 1 _____ TO 8-2561

W**WAGON WHEEL GROCERY & TAVERN**

RFD 1 _____ TO 8-2376
 Waite Ira r RFD 2 _____ TO 8-2524
 Waite James r _____ TO 8-2815
 Waite Joe r _____ TO 8-2765
 Walker C V r _____ TO 8-2545
 Walker Rev Ralph church office
 & parsonage _____ *TO 8-3565

Warner Irene r	TO 8-2795
Weinert Conrad Jr r RFD 2 Weyerhauser	TO 8-4180
Weinert Konrad r RFD 1	TO 8-3977
Weinert Walter r RFD 1	TO 8-3975
Weld Clifton r RFD 2	TO 8-2554
Weld Mrs Warren r	TO 8-2443
Wester Blair r RFD 2	TO 8-3649
Wester Clair r RFD 2	TO 8-3646
Westlund Kenneth r	TO 8-4475
WHALEN DR M L physician ofc	TO 8-2425
Residence	TO 8-2421
White Archie r RFD 2 Ladysmith	TO 8-3897
Wichman Henry r	TO 8-3611
Wierzba Mike r RFD 2	TO 8-3482
Williams James r	TO 8-4142
Willis Mrs George E r	TO 8-2445
Willis Mrs Gladys r RFD 3 New Auburn	TO 8-4361
Willoughby Leweldon r RFD 1	TO 8-2325
Wilson L E r RFD 2 Ladysmith	TO 8-2277
Wilson Mrs Robert W r	TO 8-4445
Wisherd Mrs Frank r	TO 8-2875
Wisherd Ivan r RFD 2	TO 8-4291
Wonderspot Resort RFD 2	TO 8-2336
Wood Bernard r RFD 3 New Auburn	TO 8-2489
Wood Ray r RFD 2	TO 8-3454
Woodmansee Alvin atty ofc	TO 8-4415
Residence	*TO 8-3165
Woodmansee George r	TO 8-3165
Woodmansee Herbert r	TO 8-2315
Woodmansee Robert r	TO 8-2655
Woodmansee Roderick r	TO 8-3245
Worrall Mrs Donald E r RFD 1	TO 8-3968
Wright Ivan r RFD 1	TO 8-4004
Wuethrich Mrs Ernest r	TO 8-3634

Z

Zalesny Frank r RFD 2	TO 8-3481
Zebro Albert r	TO 8-3035
Zehner Howard r	TO 8-3695
Zehner Raymond r RFD 3 Ladysmith	TO 8-2365
Zelm Arnold r RFD 2 Ladysmith	TO 8-2278
Zielke Henry r	TO 8-2442
Zielke Robert r	TO 8-3231
Zietz Ervin r RFD 1	TO 8-2527
Zimmerman Andrew r RFD 2	TO 8-2954
Zimmerman Andrew Tenant House RFD 2	TO 8-4319
Zimmerman Henry r RFD 2	TO 8-3946
Zimmerman Richard r RFD 1	TO 8-3985

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Listing

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**Associations — Churches — Government Offices — Schools
Serving The Urban & Rural Area**

● **YOUR SHOPPING GUIDE** ●

Accountants—Certified Public

OTTO ALBERT

111 W2 S Ladysmith 515

Advertising—Telephone Directory

HORNE DIRECTORY CO

for
ADVERTISING
in the

“YELLOW PAGES”

of this or any telephone directory
409 E Main Madison Wis 256-1647

Agricultural Implements

—See “Farm Equipment”

Ambulance Service

KOERPEL FUNERAL HOME

Hayward 263

MIRR FUNERAL HOME TO 8-4155

Artificial Breeding—Livestock

Burt Wm RFD 2 TO 8-2951

Northern Proved Sire Service

Box 228 Ladysmith TO 8-4425

Attorneys

Hagerty G A TO 8-2645

Woodmansee Alvin TO 8-4415

Young Rodney Lee

102½ W 2nd N Ladysmith 333

Automobile Body Shops

Vierck Jack Body Shop ---- TO 8-3625

Automobile Dealers—New Cars

Hendricks Bros Auto Sales TO 8-2095

(See Advertisement This Page)

KOSTICK-COFFIELD INC

CHEVROLET - OLDSMOBILE
SALES & SERVICE
Emergency Road Service
Bear Telaliner Front End Ser.
Major Overhauling - Tune-Ups
Tire Balancing and Truing
215 Worden av E Ladysmith 179

(Continued Next Page)

HENDRICKS BROTHERS AUTO SALES

**“Your County Mercury-Rambler
Dealer”**



**MERCURY - RAMBLER
SAFE-BUY USED CARS**

**International
Trucks
Sales & Service**



**CALL
TO 8-2095**

Nights TO 8-3495

**General Repair on All Makes of Cars
Auto Body Repair
Painting**

Bruce, Wisconsin

DAIRYLAND STATE BANK

BRUCE, WISCONSIN

STATIONS AT
SHELDON and EXELAND



COMPLETE BANKING SERVICE

- SEE US FOR ALL YOUR ●
- FINANCIAL NEEDS ●

WE INVITE YOUR BUSINESS

● PHONES ●

BRUCE TO 8-2175

EXELAND	SHELDON
943-2581	452-2635



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"Show Place Of The Northwest"

Carroll & Rita Geraghty

ON & OFF LIQUOR SALES

Call T O 8 - 2 4 9 5

Bruce, Wisconsin

Automobile Dealers—New Cars —(Cont'd.)

MERCURY SALES AND SERVICE

QUALITY HEADQUARTERS
FOR SALES AND SERVICE—

MERCURY MERCURY MERCURY
COMET METEOR MONTEREY



"WHERE TO BUY THEM"

Hendricks Bros Auto Sales
Main st TO 8-2095

RAMBLER SALES AND SERVICE

AMERICAN MOTORS
DEDICATED
TO EXCELLENCE

RAMBLER

"FOR INFORMATION CALL"

Hendricks Bros Auto Sales
Main st TO 8-2095

Automobile Gasoline Stations

—See "Service Stations"

Automobile Radiators—Repairing

Hemphill's Radiator Service TO 8-3215

Automobile Repair & Service

—See "Garages"

Bait—Fish

Frank's Bait Shop RFD 1 . TO 8-2529

Banks

Dairyland State Bank TO 8-2175
(See Advertisement This Page)

Beauty Parlors

Bruce Beauty Shop TO 8-2035
Nu Mode Beauty Salon Ladysmith 25

Blacksmith Shops

Bruce Blacksmith Shop TO 8-4175

Bowling Lanes

Bruce Bowling Center TO 8-2495
(See Advertisement This Page)

Building Materials—Retail

BRUCE LUMBER & SUPPLY
 TO 8-3115
 (See Our Ad at Lumber)
 Lampert Yards TO 8-2705

Chain Saws

—See “Saws—Chain”

Chiropractors

Fenander Dr A V
 206 W 2nd N Ladysmith 507

Churches

Church of Christ parsonage
 RFD 3 New Auburn TO 8-2572
 Federated Church
 office & parsonage TO 8-3565
 Imalone Tabernacle RFD 1 TO 8-2370
 Island Lake Church of Christ
 RFD 3 New Auburn TO 8-2572
 Nathaniel Lutheran Church
 parsonage TO 8-4451
 St Mary’s Catholic Church . TO 8-3475

Cleaners & Dyers

Peter Pan Cleaners TO 8-3355

Clothing

Bruce Clothing Store TO 8-2975

Clothing Manufacturers

Bruce North Shore Mfg Co TO 8-2605

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 WILL TELL YOU
 WHERE TO
 BUY IT

Concrete Blocks

FEHR CONCRETE PRODUCTS INC

Concrete - Cinder
 Aglite Blocks
 Concrete Culvert & Sewer Pipe
 Septic Tanks and Dry Wells
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 Floor System
 See Your Dealer or Contact Us
 Rice Lake CE 4-7441
 Eau Claire TEmple 2-6683

MOORE CLIFFORD TO 8-4045

Concrete—Ready Mixed

**LADYSMITH READY MIXED
 CONCRETE CO INC**
 South av W Ladysmith 56

Dairy Products

Meisegeier Edward Dairy Products
 RFD 2 TO 8-3895
 North Star Dairy TO 8-2295

Dead Stock Removal

Chippewa Falls Rendering Co TO 8-4095
 Indianhead Rendering Co
 Ladysmith 588

Dentists

Gerken Kurt D
 213 W Miner av Ladysmith 289
 Schultz E H TO 8-2985
 Trepanier L A
 109 Lake av W Ladysmith 48

Directories—Telephone

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

Doctors of Medicine

—See “Physicians & Surgeons”

Dog Kennels

—See “Kennels”

LADYSMITH PHARMACY

Walgreen System Drug Store

Photo Supplies & Developing
Service



PHONE 82

For Drugs & Prescriptions

DRUGGISTS

113 MINER AVE. E.
LADYSMITH, WISCONSIN

SPEIDEL'S DRUG STORE

Compounding Prescriptions
Our Specialty



- DRUGS
- CHEMICALS
- VETERINARY SUPPLIES
- KODAK FILMS
- PHOTO FINISHING
- PROMPT MAIL ORDER SERVICE

Phone 47

SPEIDEL & SPEIDEL

LADYSMITH, WISCONSIN

Drive-Ins

—See "Restaurants"

Drug Stores

- Bruce Drug Store TO 8-2805
- Ladysmith Pharmacy
113 Miner av E Ladysmith 82
(See Advertisement This Page)
- Maddocks' Drug Store TO 8-2805
(See Advertisement This Page)
- Speidel's Drug Store .. Ladysmith 47
(See Advertisement This Page)

Dry Wells

BRUCE PUMP & TRENCHING
SERVICE TO 8-3395

Electric Contractors

Bruce Electric Shop TO 8-2945
(See Advertisement This Page)

Electric Light & Power

Dairyland Electric Cooperative
Sub-station TO 8-2366

MADDOCKS' DRUG STORE

PRESCRIPTIONS
DRUGS

VETERINARY SUPPLIES

- DIAL BRUCE TO 8-2805 ●
- AFTER HOURS TO 8-3681

BRUCE, WISCONSIN

ELECTRICAL WIRING & REPAIR

- Residential ● Commercial
- Industrial



DIAL
TO 8-2945

BRUCE ELECTRIC SERVICE
"Arnold Feller & Son"

Excavating Contractors

BRUCE PUMP & TRENCHING SERVICE TO 8-3395

Farm Equipment

Hein Implement Co TO 8-2455
HELMER IMPLEMENT CO
 RFD 1 TO 8-3305

PATZ FARM EQUIPMENT

Barn Cleaners • Silo Unloaders • Cattle Feeders • Manure Spreaders • Manure Stackers • Silage Carts • Blower Pipe Clamps •



SALES & SERVICE

"FOR INFORMATION CALL"

Mahoney Basil
 RFD 2 TO 8-3935

Feed

Buchholz Feed Store TO 8-2735

Filling Stations

—See "Service Stations"

Florists

LADYSMITH FLOWER SHOP & GREENHOUSES
 909 First St S Ladysmith 84W
 If no answer call Ladysmith 871

Funeral Directors

KOERPEL FUNERAL HOME
 Hayward 263
 (See Advertisement This Page)

McELRAVY-GEIER FUNERAL HOME INC
 120 Fritz av E Ladysmith 433
 "Reverse Charges Accepted"
 (See Advertisement This Page)

MIRR FUNERAL HOME
 Ralph B and Margaret Mirr
AMBULANCE SERVICE
 Call Long Distance Bruce
 Townsend 8-4155
 Reverse Charges
 Bruce TO 8-4155

MIRR FUNERAL HOME TO 8-4155
 If No Answer Call Collect
 Ladysmith 481

KOERPEL FUNERAL HOME

GEORGE E. KOERPEL,
 Funeral Director

— Lady Attendant —

"A Home Dedicated to Those We Serve"

24 Hour Ambulance Service

• **PHONE 2 6 3** •

HAYWARD

WISCONSIN

McELRAVY - GEIER FUNERAL HOME, INC.

SERVING THIS COMMUNITY FOR 30 YEARS



• **PHONE** •
4 3 3

Ladysmith, Wis.
 120 Fritz Ave., E.

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 to find who makes it,
 who sells it, who fixes it.

Vorce & Frogner, Inc.
V & S HARDWARE



Philgas

Bottled & Bulk Gas Service
Plumbing - Heating - Appliances
— PHONE 353-4481 —
WEYERHAUSER, WIS.

**BRUCE
HARDWARE CO.**



- Complete General Hardware
- Sporting Goods
- Bottled Gas
- Plumbing and Heating Supplies

DIAL TO 8-2045
BRUCE, WIS.

Garages

Hendricks Bros Auto Sales TO 8-2095

Gas—Bottled & Bulk

VORCE & FROGNER INC
Weyerhauser 353-4481
(See Advertisement This Page)

General Stores

Kraft Shop
RFD 3 New Auburn ---- TO 8-2578
Wagon Wheel Grocery & Tavern
RFD 1 ----- TO 8-2376

Government Offices

Bruce Village Hall ----- TO 8-2185

Grocers

Amacoy Store RFD 2 ----- TO 8-2332
Farmer's Store ----- TO 8-2125
Mikunda Clover Farm Store TO 8-2075

Hardware

Bruce Hardware Co ----- TO 8-2045
(See Advertisement This Page)
Gamble Store ----- TO 8-2065
VORCE & FROGNER INC
Weyerhauser 353-4481

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save you time and trouble!
Turn to them the next time
you need something for your
home or office.

Hospitals

ST MARY'S HOSPITAL
 South av W Ladysmith 1190

Hotels

MacArthur Hotel TO 8-2625

Insurance

Bruce Agency TO 8-2155
 Clausen Herman TO 8-3275
 Sterling Agency TO 8-3545
 (See Advertisement This Page)

Investment Securities

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 CE 4-2902
 Fred A. Sirianni, Resident Mgr.
 Robert R. Blake, Donald O. Lind
 Ben M. Sirianni
 204 S Barstow
 Eau Claire TE 4-4141

Jewelers

Bruce Jewelry Store TO 8-3555
 (See Advertisement This Page)
KEEPSAKE DIAMOND RINGS
 Bruce Jewelry Store TO 8-3555

Kennels

Radka Airedale Kennels
 RFD 1 Ladysmith TO 8-3597

Lawyers

—See "Attorneys"

Livestock Breeding—Artificial

—See "Artificial Breeding—Livestock"

Livestock Buyers

Coleman Wallace RFD 2 .. TO 8-3045

Livestock Dealers

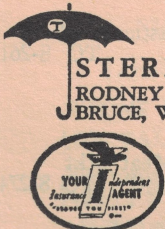
Snowflake Hereford Ranch
 RFD 1 TO 8-2837

Loans

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 202 W 2 N Ladysmith 30
 Northwestern Loan Corp .. TO 8-3385
THORP PERSONAL LOANS
 Thorp Finance Corporation
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 120 Miner av E .. Ladysmith 13

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Bruce Lumber & Supply .. TO 8-3115
 (See Advertisement This Page)
 Flambeau Lumber Co
 215 W2 S Ladysmith 532
 Lampert Yards Inc TO 8-2705




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Figura Machine & Plastic Works
TO 8-2615

Meat Markets

Bruce Processing & Meat Mkt
TO 8-2741

Milking Machines

Surge Sales & Service TO 8-3605

Mink Ranches

Northwest Mink Ranches Inc
RFD 1 TO 8-3581

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RFD 2 TO 8-2335
Austin's Motor Court TO 8-3025

DAVIS MOTEL

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Movers

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Oil Distributors

Moon Oil Co TO 8-3095
Quinn Oil Co TO 8-3285
Standard Oil Co TO 8-2750

Optometrists (OD)

Jacobson Dr Edward M
122½ N Main - Rice Lake CE 4-3113
Zimmerman Dr Leo J
602 Worden av E .. Ladysmith 614J

Pharmacies

—See "Drug Stores"

Physicians & Surgeons (MD)

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Soo Line Depot TO 8-2085

Real Estate

Sorensen Rose E TO 8-2155

Rendering Companies

Chippewa Falls Rendering Co TO 8-4095
 (See Advertisement This Page)
 Indianhead Rendering Co Ladysmith 588
 (See Advertisement This Page)

Resorts

Amacoy Lake Resort RFD 2 TO 2-2139
 Birchwood Resort RFD 2 .. TO 8-3936
 Friendly Resort
 RFD 3 New Auburn TO 8-2575
 Green Acres Resort
 RFD 3 New Auburn TO 8-2576
 Island Lake Resort
 RFD 3 New Auburn TO 8-2571
 Kozel's Fireside Lodge
 RFD 3 New Auburn TO 8-4085
 Lone Pine Lodge RFD 2 ... TO 8-3450
 Spade's Resort RFD 2 TO 8-2338
 Stehberger's Sunny Slope
 Resort RFD 2 TO 8-2134
 Wonderspot Resort RFD 2 .. TO 8-2336

Restaurants

Bruce Cafe TO 8-2465
 Pete's Cafe RFD 2 TO 8-9245

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Lampert Yards TO 8-2705

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 Pine Grove Tavern ----- TO 8-4290
 Steffek Mike Tavern & Store
 RFD 3 New Auburn TO 8-2480
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Knudson Radio & TV Service
 RFD 2 ----- TO 8-3915
 Selinske Radio & TV Repair TO 8-4205

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Bruce Theatre ----- TO 8-3235

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Tall Pines Trailer Court
 RFD 2 ----- TO 8-4291

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—See “Excavating”

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Anderson Ernest RFD 1 - TO 8-2323
 Ewald Mrs Eggert Transfer TO 8-2385
 Johnson Oscar TO 8-2925
 Moore Clifford TO 8-4045

Trucking—Milk

Abbotts Haulers TO 8-3255

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—See “Funeral Directors”

Upholstering

BLAZEK JAMES RFD 1 TO 8-2372

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—See “Automobile Dealers”

Veterinarians

Higgins Gary P TO 8-3785

Water Systems

BRUCE PUMP & TRENCHING SERVICE TO 8-3395
 (See Advertisement This Page)


Well Drilling

Figura Well Drilling & Repairs
 RFD 2 TO 8-3876
 (See Advertisement This Page)

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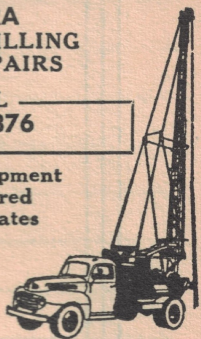
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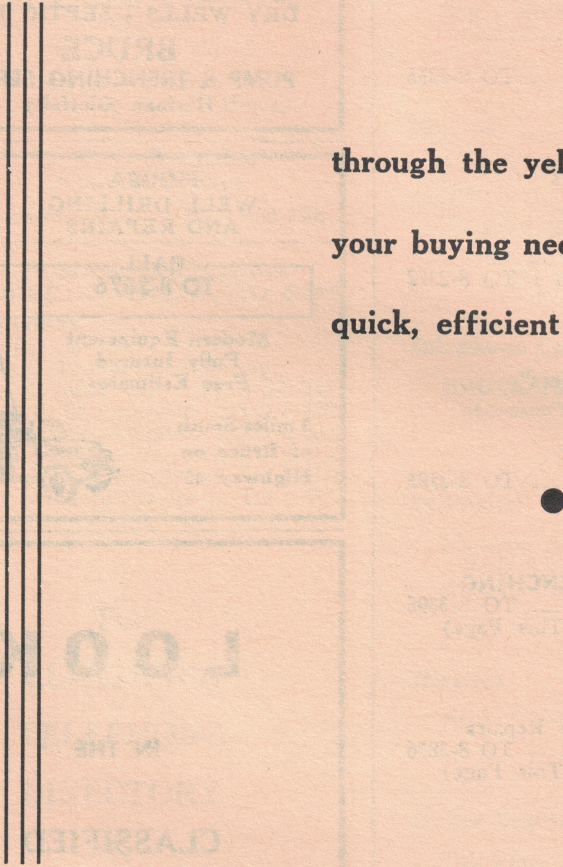
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