

TELEPHONE DIRECTORY

SERVING . . .

BRUCE
(AREA CODE 715)

MAY 1973



**BRUCE TELEPHONE
COMPANY, INC.**
BRUCE, WISCONSIN



**EMERGENCY NUMBERS
INSIDE FRONT COVER**

EMERGENCY and SERVICE NUMBERS

FIRE
868-2345

When reporting a Fire or Emergency be sure to stay on the line and when the Fire Dept. answers give your name and location distinctly. Do not hang up until you are certain they have understood you.

POLICE 868-4518
If No Answer Call 868-2185

SHERIFF

Rusk County Ladysmith 532-5597
(Long Distance Charge Applies)

AMBULANCE

Rusk County Ladysmith 532-5597

F. B. I.

Federal Bureau of Investigation Dial "0" Operator

DIRECTORY ASSISTANCE (Information) Dial "0" Operator

When in need of Directory Assistance for information regarding telephone numbers; please ask the Operator to check their most recent records.

LONG DISTANCE Dial "0" Operator

TELEPHONE REPAIR SERVICE

To report telephone out of order, line trouble, etc. 868-2995

If No Answer Call 868-4095

or Dial "O" Operator

TELEPHONE BUSINESS OFFICE

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

If No Answer Call 868-4095

GENERAL INFORMATION

BRUCE TELEPHONE COMPANY, INC.

BRUCE, WISCONSIN

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.

TARIFFS

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

DIRECTORIES

Directories are the property of the Telephone Company and are to be returned to the Telephone Company on request. No binder, holder, or auxiliary cover, except such as may be provided by, or with the consent of the Telephone Company, shall be used in connection with any directory furnished by the Telephone Company. The Telephone Company reserves the right to assign telephone numbers and lines and to make any changes when necessary.

No liability shall attach to or be assumed by the Company for any errors or omissions in the compiling, printing or distribution of its directories. In order that the directory record may contain correct listings at all times, notification of changes or errors should be given at once to the office.

WARNING

Wisconsin State Law (Statute 941.35) provides in part that "whoever intentionally refuses to yield or surrender the use of a party line to another person for the purpose of permitting such other person to report a fire or summon police, medical or other aid in case of an emergency, shall be fined not less than \$50.00 nor more than \$500.00," and "whoever intentionally asks for or requests the use of a party line on the pretext that an emergency exists, knowing that no emergency in fact exists, shall be fined not less than \$50.00 nor more than \$500.00." The law defines an "emergency" as a situation in which property or human life are in jeopardy and the prompt summoning of aid is essential."

Wisconsin Statute 943.45

OBTAINING TELECOMMUNICATIONS SERVICE BY FRAUD. Whoever with intent to defraud obtains or attempts to obtain telecommunications service by any of the following means may be fined not more than \$100 or imprisoned not more than 30 days, or both:

1. Charging such service to an existing telephone number or credit card number without the consent of the subscriber thereto or the legitimate holder thereof.
2. Charging such service to a false, fictitious, suspended, terminated, expired, cancelled or revoked telephone number or credit card number.

Nuisance Calls

Wisconsin law (Statute 947.01) provides that whoever "with intent to annoy another, makes a telephone call, whether or not conversation ensues" may be fined not more than \$100 or imprisoned not more than 30 days.

TELEPHONE USAGE

DIALING PROCEDURE FOR LOCAL CALLS



LOOK UP and JOT DOWN

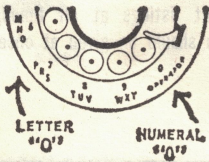
the number.

Keep it in front of you as you dial.



LISTEN for the DIAL TONE

before you dial.



DIAL the TELEPHONE NUMBER

Be careful not to confuse the letter "O" with the numeral "0" (zero), or the letter "I" with the numeral "1".

AFTER DIALING you will hear—

The Ringing Signal—

Give your party time to answer, about 10 rings, before you hang up.



OR

The Busy Signal—

A steady "buzz-buzz-buzz" sound means the called line is in use.



(place your call at a later time)

PARTY LINE CALLS

All rural telephones are equipped with a Pushbutton, which enables you to listen on the line before making a call. If you find that the line is busy, hang up the receiver and try your call later. In this way you will not disturb the conversation or dialing or party using the line. If the line is not in use, press the button, listen for the dial tone, then proceed dialing your called party. In answering the telephone on a Rural Line take off the receiver and push the button to talk. If on answering the telephone you hear a "tick tock" tone, it indicates someone on your own line is calling. Please stay on the line and give them time to return to their telephone.

STEPS to follow in making a party line call:

1. Remove handset and you will hear dial tone which tells you the equipment is ready for you to place your call.
2. Dial the telephone number as listed in the telephone directory, omitting first three digits. If the party you have called is on your line, you will get a steady ring back tone after completion of your dialing.
3. When you hear the ring back tone, replace handset wait about 30 seconds, remove handset and your called party should have answered their phone and be on the line. If not, wait another 30 seconds to allow the party you are calling sufficient time to get to the telephone.

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

TIMING OF LOCAL CALLS

YOU CAN PLACE LOCAL CALLS BY DIALING ONLY THE LAST (4) DIGITS

All local calls are automatically timed for 6-8 minutes of conversation time. Approximately 30 seconds after you hear a warning tone (splash of dial tone) the connection will be broken. If you have not completed your call, please wait at least five minutes before replacing your call. This will allow other party line subscribers to complete their calls and will allow any incoming calls to you to be completed. Long distance calls are not timed in this manner.

USE OF RESIDENCE TELEPHONES FOR BUSINESS PURPOSES

Residence Telephones are installed with the understanding that they will be used for normal social or domestic purposes.

A Residence Telephone will be changed to business service if used primarily or substantially for business purposes, or if the residence telephone number is advertised in connection with the sale of products or services and the subscriber has no business service elsewhere within our system.

LONG DISTANCE SERVICE

TYPES OF CALLS

EVENING, NIGHT AND WEEKEND RATES

DIRECT DISTANCE DIALING (DDD)

Rates are lower on ALL long distance calls when an operator is not involved.

WITHIN WISCONSIN

STATION-TO-STATION

A station-to-station call means you will talk with anyone who answers. Charging begins when the called telephone is answered or when a connection is made with an automatic answering set.

DIRECT-DIALED CALLS (DDD)

Reduced rates apply every evening between 5 P.M. and 11 P.M. and all day Saturday. Further reduced rates apply every evening from 11 P.M. to 8 A.M. and all day Sunday.

PERSON-TO-PERSON

Call person-to-person when you must talk to a particular person or extension telephone. Rates are higher than station-to-station. Charging begins when the called person or extension answers.

OUTSIDE WISCONSIN

DIRECT-DIALED CALLS (DDD)

Reduced rates apply every evening between 5 P.M. and 11 P.M. Monday through Friday. Further reduced rates apply every evening Monday through Sunday between 11 P.M. and 8 A.M.

COLLECT

Most calls can be made "collect" if the person you are calling agrees to pay the charge. Please be sure to tell the operator you are calling collect when you give her the call.

CALLS YOU PLACE THROUGH THE OPERATOR

Reduced rates are in effect between 5 P.M. and 8 A.M. Monday through Friday and all day Saturday and Sunday.

*Rates may be subject to change during the service period of this directory.

DIRECT DISTANCE DIALING

TO DIAL A STATION-TO-STATION LONG DISTANCE CALL

(For other types of calls and calls from coin telephones, dial "Operator.")

- **DIAL THE ACCESS CODE "1"**
—This connects you to the Direct Distance Dialing equipment.
- **DIAL THE AREA CODE—IF DIFFERENT THAN YOUR AREA CODE**
Subscribers in this area—do not dial Area Code if it is 715.
- **DIAL THE TELEPHONE NUMBER**
- **GIVE OPERATOR** the **NUMBER** you are **CALLING FROM**, when she asks for it.
- **REMEMBER**
If you reach a **wrong number**, dial **operator IMMEDIATELY**, and inform her of this so you will not be billed for the call.

TIMING OF CALLS

Calls that you dial direct will require no operator assistance, except recording of your number by the operator, for billing purposes.

The automatic equipment will record your number, the distant number, and time the call for billing purposes.

Timing starts when the distant telephone is answered, and stops when you hang up or restore the handset.

INFORMATION

Information for cities and communities throughout the United States, Canada and Mexico is available by dialing "1", plus the Area Code for the place you desire and followed by 555-1212. There is no charge for this service.

OBTAINING CORRECT AREA CODE

To obtain the correct Area Code for the place you wish to call, refer to the AREA CODE GUIDE on pages 5 through 9. If you are unable to find your desired Area Code, dial Operator for assistance.

Area Code Dividing Lines Within Wisconsin



Be Certain You Dial The
Correct Area Code

LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE
ALABAMA		GEORGIA		Marengo	815	Huntington	219
all points	205	Athens	404	Marseilles	815	Indianapolis	317
ARIZONA		Atlanta	404	Mattoon	217	Kokomo	317
all points	602	Augusta	404	Maywood	312	La Porte	219
ARKANSAS		Brunswick	912	Melrose Park	312	Madison	812
all points	501	Columbus	404	Moline	309	Marion	317
CALIFORNIA		Savannah	912	Morton	309	Michigan City	219
Antioch	415	IDAHO		Morton Grove	312	Mishawaka	219
Berkeley	415	all points	208	Mt. Carmel	618	Muncie	317
Beverly Hills	213	ILLINOIS		Naperville	312	New Albany	812
Concord	415	Algonquin	312	North Chicago	312	Peru	317
Inglewood	213	Alton	618	Oak Park	312	Plymouth	219
Laguna Beach	714	Antioch	312	Ottawa	815	Portland	317
Long Beach	213	Arlington Hgts	312	Palatine	312	Shelbyville	317
Los Angeles	213	Aurora	312	Park Ridge	312	South Bend	219
Newport Beach	714	Belvidera	815	Pekin	309	Tell City	812
North Hollywood	213	Berwyn	312	Peoria	309	Valparaiso	219
Oakland	415	Bloomington	309	Pontiac	815	Vincennes	812
Oceanside	714	Calumet City	312	Quincy	217	Wabash	219
Palm Springs	714	Carbondale	618	Rantoul	217	Warsaw	219
Pasadena	213	Cary	312	Riverside	312	Whiting	219
Riverside	714	Centralia	618	Rockford	815	IOWA	
San Bernardino	714	Champaign-Urbana	217	Rock Island	309	Amana	319
San Diego	714	Chicago	312	Rockton	815	Ames	515
San Francisco	415	Chicago Heights	312	St. Charles	312	Bettendorf	319
Santa Monica	213	Cicero	312	Savanna	815	Burlington	319
Santa Rosa	707	Crystal Lake	815	Skokie	312	Cedar Falls	319
Torrance	213	Danville	217	South Beloit	815	Cedar Rapids	319
Van Nuys	213	Decatur	217	Springfield	217	Clinton	319
Whittier	213	De Kalb	815	Sycamore	815	Davenport	319
COLORADO		Des Plaines	312	Urbana	217	Decorah	319
all points	303	E Dubuque	815	Watseka	815	Des Moines	515
CONNECTICUT		East Moline	309	Western Springs	312	Dubuque	319
all points	203	East St. Louis	618	Wheaton	312	Dyersville	319
DELAWARE		Elgin	312	Wheeling	312	Fort Madison	319
all points	302	Elmwood Park	312	Wilmette	312	Independence	319
DIST of COLUMBIA		Evanston	312	Wilmington	815	Iowa City	319
Washington	202	Forest Park	312	Winnetka	312	Keokuk	319
FLORIDA		Franklin Park	312	Woodstock	815	Maquoketa	319
Bradenton	813	Freeport	815	Zion	312	Marion	319
Clearwater	813	Geneva	312	INDIANA		Monticello	319
Daytona Beach	904	Grays Lake	312	Auburn	219	Muscatine	319
Delray Beach	305	Harvard	815	Bedford	812	Newton	515
Fort Lauderdale	305	Herrin	618	Bloomington	812	Washington	319
Fort Pierce	305	Highland	618	Columbus	812	Waterloo	319
Jacksonville	904	Hillside	312	Crawfordsville	317	KANSAS	
Key West	305	Highland Park	312	East Chicago	219	Dodge City	316
Pensacola	904	Joliet	815	East Gary	219	El Dorado	316
St. Augustine	904	Kankakee	815	Elkhart	219	Emporia	316
St. Petersburg	813	La Grange	312	Evansville	812	Junction City	913
Sarasota	813	Lake Forest	312	Fort Wayne	219	Kansas City	913
Tallahassee	904	Lansing	312	Frankfort	317	Leavenworth	913
West Palm Beach	305	La Salle	815	Gary	219	Liberal	316
		Lincoln	217	Greencastle	317	Mission	913
		Lincolnwood	312	Hammond	219	Topeka	913
				Highland	219	Wichita	316

Long Distance Information: Dial "1" plus distant Area Code plus 555-1212. No charge.

Local Area Code: Dial "1" plus desired number.

LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE
KENTUCKY		Cheboygan	616	Ely	218	Kirkwood	314
Ashland	606	Chelsea	313	Excelsior	612	Manchester	314
Covington	606	Clinton	313	Fairmont	507	Mexico	314
Frankfort	502	Coldwater	517	Faribault	507	Overland	314
Hopkinsville	502	Dearborn	313	Fergus Falls	218	Riverview	314
Lexington	606	Detroit	313	Forest Lake	612	Rolla	314
Louisville	502	Dowagiac	616	Garvin	507	St. Joseph	816
Madisonville	502	Escanaba	906	Grand Meadow	507	St. Louis	314
Owensboro	502	Farmington	313	Grand Rapids	218	Sedalia	816
Paducah	502	Flint	313	Harmony	507		
LOUISIANA		Grand Haven	616	Hastings	612	MONTANA	
Alexandria	318	Grand Rapids	616	Hibbing	218	all points	406
Lafayette	318	Gwinn	906	Hutchinson	612	NEBRASKA	
Lake Charles	318	Hastings	616	International		Columbus	402
Monroe	318	Houghton	906	Falls	218	Fremont	402
New Orleans	504	Iron Mountain	906	La Crescent	507	Lincoln	402
Shreveport	318	Iron River	906	Lake Minnetonka	612	Norfolk	402
		Ironwood	906	Little Falls	612	Omaha	402
MAINE		Ishpeming	906	Luverne	507	NEVADA	
all points	207	Jackson	517	Marshall	507	all points	702
MARYLAND		Kalamazoo	616	Minneapolis	612	NEW HAMPSHIRE	
all points	301	Lansing	517	Mound	612	all points	603
MASSACHUSETTS		Manistee	616	New Ulm	507	NEW JERSEY	
Attleboro	617	Manistique	906	Osseo	612	Asbury Park	201
Boston	617	Marquette	906	Owatonna	507	Atlantic City	609
Brookline	617	Menominee	906	Pine City	612	Bayonne	201
Cambridge	617	Midland	517	Preston	507	Camden	609
Chelsea	617	Munising	906	Racine	507	Dover	201
Fall River	617	Muskegon	616	Red Wing	612	East Orange	201
Framingham	617	Niles	616	Rochester	507	Elizabeth	201
Lexington	617	Otsego	616	Russell	507	Englewood	201
Medford	617	Paw Paw	616	Ruthon	507	Fort Dix	609
Needham	617	Petoskey	616	St. Cloud	612	Hackensack	201
New Bedford	617	Plymouth	313	St. Paul	612	Hoboken	201
Newton	617	Pontiac	313	Silver Bay	218	Jersey City	201
Peabody	617	Port Huron	313	Sleepy Eye	507	Linden	201
Quincy	617	Rochester	313	Spring Valley	507	Long Branch	201
Roxbury	617	Rockford	616	Stillwater	612	Millburn	201
Salem	617	Saginaw	517	Thief River Falls	218	Newark	201
Springfield	413	St. Joseph	616	Virginia	218	New Brunswick	201
Wakefield	617	Sault Ste. Marie	906	Wadena	218	Nutley	201
Walpole	617	Southfield	313	White Bear Lake	612	Ocean City	609
Waltham	617	Stephenson	906	Willmar	612	Orange	201
Wellesley	617	Sturgis	616	Woodstock	507	Passaic	201
Worcester	617	Tecumseh	313	Wykoff	507	Paterson	201
		Three Rivers	616	Zumbrota	507	Perth Amboy	201
MICHIGAN		Traverse City	616	MISSISSIPPI		Princeton	609
Alpena	517	Watersmeet	906	all points	601	Red Bank	201
Ann Arbor	313	Wyandotte	313	MISSOURI		Riverside	609
Battle Creek	616	Ypsilanti	313	Cape Girardeau	314	Roselle	201
Bay City	517	MINNESOTA		Columbia	314	Rutherford	201
Benton Harbor	616	Albert Lea	507	Ferguson	314	Somerville	201
Bessemer	906	Austin	507	Fort Leonard		Summit	201
Big Rapids	616	Benidji	218	Wood	314	Trenton	609
Birmingham	313	Blue Earth	507	Fulton	314	Verona	201
Cadillac	616	Brainerd	218	Hannibal	314	Vineland	609
Charlotta	517	Danube	612	Independence	816	Westfield	201
		Duluth	218	Kansas City	816		

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LONG DISTANCE

AREA CODES for UNITED STATES - CANADA - MEXICO

PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE	PLACE	AREA CODE
NEW MEXICO		Orrville	216	TEXAS		Berlin	414
all points	505	Port Clinton	419	Austin	512	Big Bend	414
NEW YORK		Salem	216	Brownsville	512	Black Creek	414
Batavia	716	Sandusky	419	Corpus Christi	512	Black Earth	608
Buffalo	716	Sidney	513	Dallas	214	Bloomer	715
Gowanda	716	Springfield	513	Fort Worth	817	Blue River	608
Irvington	914	Toledo	419	Galveston	713	Boscobel	608
Lancaster	716	Urbana	513	Houston	713	Boulder Jet	715
Lockport	716	Vermilion	216	Marshall	214	Brantwood	715
New York City	212	Versailles	513	Sherman	214	Brillion	414
Niagara Falls	716	Warren	216	Tyler	214	Brothead	608
Rochester	716	Willoughby	216	Waxahachie	214	Bruce	715
Tonawanda	716	Youngstown	216			Brussels	414
White Plains	914	Zanesville	614	UTAH		Burlington	414
Yonkers	914			all points	801	Burnett	414
NORTH CAROLINA		OKLAHOMA		VERMONT		Cameron	715
Charlotte	704	Muskogee	918	all points	802	Camp Douglas	608
Jacksonville	919	Oklahoma City	405	VIRGINIA		Casco	414
Raleigh	919	Stillwater	405	all points	703	Cassville	608
Winston-Salem	919	Tulsa	918	WASHINGTON		Cedar Grove	414
NORTH DAKOTA				all points		Chetek	715
all points	701	OREGON				Chilton	414
OHIO		all points	503			Chippewa Falls	715
Akron	216	PENNSYLVANIA		Aberdeen	206	Clear Lake	715
Ashtabula	216	Ardmore	215	Bellingham	206	Clinton	608
Athens	614	Bethlehem	215	Bremerton	206	Clintontown	715
Bedford	216	Doylestown	215	Everett	206	Coleman	414
Blue Ash	513	Easton	215	Longview	206	Colfax	715
Canton	216	Indiana	412	Olympia	206	Coloma	715
Chillicothe	614	Lansdale	215	Seattle	206	Columbus	414
Cincinnati	513	Latrobe	412	Spokane	509	Coon Valley	608
Cleveland	216	McKeesport	412	Tacoma	206	Cornell	715
Columbiana	216	New Castle	412	Vancouver	206	Cottage Grove	608
Columbus	614	New Kensington	412	WEST VIRGINIA		Crandon	715
Dayton	513	Norristown	215	all points	304	Crivitz	715
East Liverpool	216	Philadelphia	215	WISCONSIN		Cross Plains	608
Elyria	216	Pittsburgh	412	Abrams	414	Cuba City	608
Fostoria	419	Pottstown	215	Adams	608	Cumberland	715
Fremont	419	Reading	215	Algoma	414	Dairyland	715
Girard	216	Rochester	412	Almond	715	Danbury	715
Hamilton	513	Scranton	717	Amery	715	Darlington	608
Hudson	216	Washington	412	Amherst	715	De Forest	608
Kent	216	Wilkes-Barre	717	Antigo	715	Delafield	414
Lancaster	614	RHODE ISLAND		Appleton	414	Delavan	414
Lima	419	all points	401	Ashland	715	Denmark	414
Lorain	216	SOUTH CAROLINA		Auburndale	715	De Pere	414
Madison	216	all points	803	Augusta	715	Dickeyville	608
Mansfield	419	SOUTH DAKOTA		Avoca	608	Dodgeville	608
Marietta	614	all points	605	Baldwin	715	Dorchester	715
Marion	614	TENNESSEE		Baraboo	608	Dousman	414
Maumee	419	Chattanooga	615	Barron	715	Downsville	715
Middletown	513	Memphis	901	Bear Creek	715	Dresser	715
Montpelier	419	Nashville	615	Beaver Dam	414	Durand	715
Mt. Washington	513	Oak Ridge	615	Beetown	608	Eagle	414
Newark	614			Belmont	608	Eau Claire	715
Norwalk	419			Beloit	608	Eau Galle	715
				Benton	608	Elkhart Lake	414

(CONTINUED)

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LONG DISTANCE

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WISCONSIN (Cont'd)		Luxemburg	414	Peshtigo	715	Thorp	715
Elk Lake	715	Madison	608	Pewaukee	414	Tomahawk	715
Ellsworth	715	Manawa	414	Phillips	715	Trout Lake	715
Elmwood	715	Manitowoc	414	Pittsville	715	Turtle Lake	715
Elroy	608	Mapleton	414	Plainfield	715	Twin Lakes	414
Exeland	715	Marinette	715	Platteville	608	Two Rivers	414
Fall Creek	715	Marion	715	Port Edwards	715	Union Grove	414
Falun	715	Marshall	414	Port Washington	414	Valders	414
Fennimore	608	Marshfield	715	Portage	608	Verona	608
Fond du Lac	414	Marytown	414	Potosi	608	Viroqua	608
Footville	608	Mauston	608	Poynetta	608	Vesper	715
Forest Junction	414	Mazomanie	608	Prescott	715	Walworth	414
Forestville	414	McFarland	608	Princeton	414	Waterford	414
Fort Atkinson	414	Medford	715	Pulaski	414	Waterloo	414
Frederic	715	Menasha	414	Racine	414	Watertown	414
Fremont	414	Menomonee Falls	414	Radisson	715	Waubeka	414
Gays Mills	608	Menomonie	715	Random Lake	414	Waukesha	414
Genoa City	414	Merrill	715	Readfield	414	Waukega	608
Gillett	414	Middleton	608	Redgranite	414	Waupaca	715
Gilman	715	Mill Center	414	Reedsburg	608	Waupun	414
Gleason	715	Milltown	715	Reeseville	414	Wausau	715
Granton	715	Milton	608	Rhineland	715	Wautoma	414
Grantsburg	715	Milwaukee	414	Rib Lake	715	Webster	715
Green Bay	414	Mineral Point	608	Rice Lake	715	Westby	608
Green Lake	414	Minocqua	715	Richland Center	608	West Bend	414
Hancock	715	Minong	715	Richmond	608	Westfield	608
Hartford	414	Mishicot	414	Ripon	414	Weyauwega ...	414
Hartland	414	Mondovi	715	River Falls	715	Weyerhaeuser	715
Hazel Green	608	Monroe	608	Rosendale	414	Whitehall	715
Hilbert	414	Montello	414	St. Nazarianz	414	Whitewater	414
Hillsboro	608	Montfort	608	Sand Creek	715	Wild Rose	414
Horicon	414	Mosinee	715	Sarona	715	Williams Bay	414
Hortonville	414	Mt Hope	608	Saukville	414	Winneconne	414
Hudson	715	Mt Horeb	608	Scandinavia	715	Wisconsin Dells	608
Hurley	715	Mt Vernon	608	Schofield	715	Wis Rapids	715
Iola	715	Mukwonago	414	Shawano	715	Wonewoc	608
Iron River	715	Muskego	414	Sheboygan	414	Wrightstown	414
Jamesville	608	Neenah	414	Sheboygan Falls	414	WYOMING	
Jefferson	414	Neillsville	715	Sheldon	715	all points	307
Johnson Creek	414	Nekoosa	715	Shell Lake	715	CANADA	
Junction City	715	Neshboro	414	Sherwood	414	Edmonton, Alta.	403
Juneau	414	New Auburn	715	Shullsburg	608	Goose Bay, Nfld.	709
Kaukauna	414	New Holstein	414	Siren	715	Montreal, Que.	514
Kenosha	414	New Lisbon	608	Soldiers Grove	608	Niagara Falls,	
Kewaskum	414	New London	414	Solon Springs	715	Ont.	416
Kiel	414	New Richmond	715	Somerset	715	Ottawa, Ont.	613
Krakow	414	Niagara	715	Spooner	715	Port Arthur, Ont.	807
Lac du Flambeau	715	Oconomowoc	414	Spring Lake	715	Quebec, Que.	418
La Crosse	608	Oconto	414	Spring Valley	715	Regina, Sask.	306
Lake Geneva	414	Oconto Falls	414	Stevens Point	715	Sault Ste. Marie,	
Lancaster	608	Ogdensburg	715	Stockbridge	414	Ont.	705
Land O'Lakes	715	Ogema	715	Stoughton	608	Toronto, Ont.	416
Larsen	414	Oregon	608	Sturgeon Bay	414	Vancouver, B.C.	604
LaVale	608	Osceola	715	Sullivan	414	Winnipeg, Man.	204
Lena	414	Oshkosh	414	Sun Prairie	608	MEXICO	
Lewis	715	Oxford	608	Superior	715	Mexicalf	903
Livingston	608	Palmyra	414	Suring	414	Tijuana	903
Luck	715	Pardeeville	608	Sussex	414		

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BRUCE

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A

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 Adams John L RFD 1 868-2430
 Adams Lewis RFD 2 868-5132
 Adams Manford E 868-4905
 Adams Ray RFD 1 868-5773
 Adrian Clyde 868-3905
AL'S SUPER SHELL **868-3005**
 Alstad Bjarne RFD 2 Ladysmith 868-2729
 Altman Vern RFD 1 868-5285
 Alvey Evelyn Mrs 868-2055
 Alvey Sam RFD 1 868-2162
 Alvey Selmer 868-4055
 Amacoy Golf Course RFD 2 868-6953
 Amacoy Lake Motel RFD 2 868-2335
 Amacoy Lake Resort RFD 2 868-6955
 Amacoy Store RFD 2 868-4253
 Amacoy Supper Club RFD 2 868-6952
 Amble Thomas Mrs 868-5443
 American Breeders Service 868-4425
 American Cancer Society *868-2990
 Anderson Bruce RFD 2 868-4687
ANDERSON ERNEST trucker RFD 1 **868-2323**
 Anderson Gary 868-2155
 Anderson George RFD 1 868-5622
 Anderson Harold RFD 2 868-4101
 Anderson Jessie Mrs RFD 2 868-4335
 Anderson Leonard RFD 1 868-5036
 Anderson Raymond RFD 1 868-3865
 Applebee Dean 868-3500
 Aragon LeRoy RFD 2 868-4771
 Arnold Lila Mrs 868-2393
 Atkinson Bruce Mrs RFD 1 868-5581
 Atwood John RFD 2 868-3872
 Atwood Ronald RFD 2 868-6913
 Atwood Well Drilling & Repairs RFD 2 868-3871
 Austin Fred *868-3445
 Austin Robert 868-6395
 Austin's Motor Court 868-3025

B

Baarlie Alvin RFD 2 868-6564
 Baarlie Robert RFD 2 868-6561
 Babinsky Henry RFD 1 Ladysmith 868-5924
BADGER OIL CO **868-3445**
 Balin Charles Mrs RFD 3 New Auburn 868-6713
 Barnes Charles E RFD 2 *868-2890
 Barnes Dimension All Company RFD 2 868-2890
 Barringer Larry RFD 1 868-2569
 Barta Edward J RFD 2 868-5812
 Bartley Henry 868-2683
 Beau lieu Adeler Mrs RFD 2 868-4375
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 Beebe Mary Mrs RFD 2 868-4392
 Beebe Roy RFD 2 868-3898
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 Behnke Albert RFD 1 868-4103
 Behrendt Allen RFD 2 868-3875
 Behrendt Robert RFD 2 868-5945
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 Benik Daniel RFD 2 868-5172
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Benik Robert Bar 868-4495
 Bennor Kenneth RFD 1 868-5621
 Bennor Walter RFD 1 868-5015
 Benson Amiel 868-2415
 Benson Arthur RFD 1 868-6421
 Benson Donald RFD 1 868-5771
 Benson Esther Mrs RFD 1 868-2511
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 Berthold Elmer RFD 2 868-5932
 Bessler Ray 868-4444
 Birchwood Resort RFD 2 868-5145
 Bix Robert P Dr RFD 2 868-5753
 Bizek Joseph A RFD 2 868-5891
 Blazek Allen Jim 868-5385
 Blazek James RFD 1 Ladysmith 868-5742
 Blazek Richard RFD 1 868-5662
 Blix Clifford 868-2705
 Blodgett Howard RFD 1 868-5571
 Blodgett Lyle RFD 1 868-5832
 Bocek Paul J RFD 1 *868-5725
 Boehmer Malinda Mrs 868-3365
 Bollman James RFD 2 868-5251
 Bonek Beulah Mrs RFD 2 868-5703
 Booher Carl Pastor *868-3565
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 Booth Gerald Farm RFD 1 868-6413
 Brainerd Harry RFD 2 868-6773
 Brainerd Hazel Mrs RFD 2 868-4197
 Brainerd Lyman RFD 1 868-5023
 Braun Arthur J RFD 2 868-3331
 Briggs Elva Lee Mrs 868-2872
 Briggs James H RFD 1 868-3205
 Briggs William 868-4225
 Broad Ralph RFD 2 868-5103
 Brockway Harvey RFD 2 868-3332
 Brubeck John A RFD 2 868-6781
 Bruce Auto Parts-Div Lowater Service 868-3185
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BRUCE BOWLING CENTER **868-2495**
BRUCE CAFE **868-5505**
BRUCE CLOTHING STORE **868-2975**
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 Bruce Housing Authority *868-3235
BRUCE LUMBER & SUPPLY **868-3115**
BRUCE MANUFACTURING CO **868-3255**
 Or 868-4825
 Bruce News-Letter 868-2195
 Bruce Parksite Homes *868-4731
 If No Answer Call *868-3235
BRUCE PLUMBING & HEATING **868-4415**
 Bruce Post Office 868-4215
 Bruce Public Schools 868-2585
 Garage 868-3435
BRUCE PUMP & TRENCHING RFD 2 **868-5225**
BRUCE STANDARD STATION **868-3175**
BRUCE TELEPHONE CO **868-2995**
 Manager's Residence 868-4095
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 Bruce Village Hall 868-2185
 Bryant Harry RFD 2 868-4613
 Bryant Larry RFD 2 868-2304
 Bryant Leslie RFD 2 868-2305
BUCHHOLZ FEED STORE **868-2735**

Flint Dale	868-2395	Hales Myron W RFD 2	868-5904
Flohr Gust RFD 2	868-3523	Hallum B C RFD 3 New Auburn	868-6694
Forbush Keith RFD 2	868-6782	Hamilton Andrew RFD 2	868-6735
Francona Philip RFD 2	868-5953	Hampton L T RFD 2	868-3452
Frank & Nell's Resort RFD 2	868-2338	Hanaburgh David W	868-6285
Frank's Bait Shop RFD 1	868-5764	Hansen N Y	868-2785
Frenzel George RFD 1	868-5152	Hansen Richard RFD 2	868-4685
Frisinger Beryl Mrs RFD 1	868-2438	Hanson Bennie	868-4785
Frisinger Wallace RFD 1	868-2439	Hanson Sheryl	868-5355
Fryzstak Frances Mrs RFD 2	868-4171	Harris Larry RFD 1	868-5575
Fuglsang John	868-2762	Harris Martha Mrs RFD 2	868-2406
Fuglsang Walter RFD 1	868-5614	Hart Diane	868-6071
Fults Harold RFD 2	868-5082	Hart Jay RFD 1	868-5013
Funk Blanche Mrs RFD 2	868-4805	Hartinger George	868-3631

G

Gallati Boyd RFD 3 New Auburn	868-6663	Harvey Allie Mrs	868-3195
GAMBLE STORE	868-2065	Harvey Bill	868-3845
Gapinski Henry RFD 1	868-5733	Harvey Carolyn Mrs RFD 1	868-2165
Gapinski Stanley RFD 1	868-5763	Haskins Robert RFD 2	868-2303
GARY'S TV SALES & SERVICE Box 86	868-4555	Hatch Arnold RFD 2	868-4122
Gauthier Henry RFD 3 New Auburn	868-6671	Haus Linda	868-4875
Gavin Daniel E Jr	868-6361	Hause Lloyd	868-2262
Gavin Genevieve Mrs RFD 2	868-2792	Hawley Myron	868-2255
Geisler Jacob RFD 2	868-4198	Hayden Alfred RFD 2	868-3873
Geraghty C E	868-2491	Hayden Dale RFD 1	868-2551
Gerken Kurt Dr RFD 2	868-5751	Hayden Lynn RFD 1	868-2163
Gerken Kurt Sr RFD 2	868-5911	Hayden Olga Mrs RFD 2	868-2552
Giguera George RFD 2	868-5053	Heath Sherman RFD 1	868-2432
Gilbertson Barbara	*868-6071	Hebel James W RFD 2	868-4125
Gillett Clair Mrs RFD 2	868-5361	Hein Implement Co	868-2455
Ginzer Rose Mrs RFD 1 Ladysmith	868-5595	Heintz James L RFD 2	868-5943
Glessing Thomas RFD 2	868-6115	Heintz Mike RFD 1	868-5032
Glotfelty Herman RFD 2	*868-5225	HELMER IMPLEMENT CO RFD 1	868-3305
Gochee Ed RFD 1	868-3995	Helmer John RFD 1	868-3300
Goetzke Jon C RFD 2	868-5981	Hemphill Arnold	868-3145
Goff Earl RFD 2	868-5135	Hemphill Radiator Service	868-3215
Goff Fred	868-3265	Hemphill William Mrs RFD 1	868-5677
Goff Herbert RFD 2	868-5102	HENDRICKS BROS AUTO SALES	
Goff James RFD 2	868-3665	Office & Sales	868-6595
Goff Merton RFD 2	*868-5135	Parts & Service	868-2095
Gohde Albert RFD 2	868-5064	Hendricks Chris	868-3465
Gohde Lewis RFD 2	868-4727	RFD 2 Pulaski Lake	868-5894
Goin Gene RFD 1	868-5693	Hendricks Leonard "Chick"	868-3495
Golat Ronald RFD 2	868-6835	Hendron James RFD 2	868-5901
Golding Theodore RFD 2	868-2674	Herman Earl RFD 2	868-3882
Gordon Ferguson Manufacturing Co		Hess Elizabeth Mrs RFD 2	868-4616
sewing room	868-2605	Hesselink Gerald RFD 2	868-5275
Gordon Herbert RFD 1	868-5661	Hewitt Margaret Mrs RFD 2	868-4321
Gorski Jack RFD 2	868-4728	Hilten Lester RFD 1	868-6315
Gough Richard RFD 1	868-2436	Hinaus Earl Mrs	868-3725
Grace Bible Church	868-2761	Hinaus Owen	868-2746
Granger Herschel RFD 2	868-5131	Hinshaw P W RFD 2	868-5895
Graves Shirley Mrs RFD 1	868-6401	Hite Robert RFD 3 New Auburn	*868-6631
Green Acres Resort RFD 3 New Auburn	868-6631	Hoelt Bernard RFD 1	868-5012
Grening Arthur RFD 1	868-6441	Hoelt Edward RFD 1	868-5762
Grieve Alvera Mrs RFD 2	868-5811	Hoelt Frank RFD 1	868-5764
Grinnell Marvin	868-5411	Hoelt Thomas RFD 1	868-5610
Groff Melvin G RFD 2	868-2465	Hoffelt Edmund RFD 1	868-4005
Grubb Albert RFD 1	868-5151	Hoffmeyer Jack RFD 2 Ladysmith	868-2726
Gudis Charles RFD 2	868-5133	Holberg Ed Mrs	868-3672
Gudis Daniel RFD 1	868-2437	Holm John RFD 2 Ladysmith	868-2723
Gudis James RFD 2 Ladysmith	868-5162	Holman Darrell	868-2382
Gudis John RFD 1	868-2324	Holmes William RFD 2	868-2405
Guertin Lyall	868-4075	Holt Cheryl	868-6385
Gundt Everett RFD 2	868-4682	Holtzheimer Andy RFD 2	868-5701
Gunn Darrell RFD 3 New Auburn	868-6672	Hopkins Leroy C RFD 2	868-5045
Gunn Frank Mrs RFD 3 New Auburn	868-6681	Host Bernard RFD 2	868-4615
Guthman Allen RFD 2	868-4729	Housing Authority of the Village of Bruce	

H

Hagerty G A atty res	868-2775	Office of Executive Director	868-4731
Hajny Frank RFD 1	868-3957	Residence of Executive Director	*868-3235
		Howard Ronald RFD 1	868-2265
		Huber Clarice Mrs	868-3201
		Hughes John W RFD 2	868-4123
		Huiras Paul RFD 2	868-6853
		Huml Louis	868-5005
		Huntington Ed RFD 2	868-5912

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Imalone Bible Church RFD 1	868-5745
Imalone Tavern RFD 1	868-5854
INDIANHEAD INDUSTRIES INC RFD 2	868-5605
If No Answer Call	868-5945
INDIANHEAD OIL CO	868-3285
Internal Revenue Service-Tax Information No Charge To Calling Party For Calls To This Number	800-452-9100
ISLAND LAKE RESORT RFD 3 New Auburn	868-6651
Iverson Genevieve Mrs RFD 2	868-2845
Iverson William RFD 2	868-3135

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Jackson Thomas RFD 2	868-6882
Jacobson Edward M Dr optometrist Office 10 N Main Rice Lake 715	234-3113
Jaenke Arthur & Otto RFD 2	*868-5951
Jafolla Dorothy Mrs RFD 2	868-5952
James Clell RFD 2	868-6723
James Smith RFD 2	868-6772
Jamiola Raymond RFD 2	868-3455
Jandrt David	*868-2045
Janoszek Joe RFD 2	868-3453
Janoszek Larry RFD 2	868-3451
Janowski George RFD 2	868-6885
Jenkins Ralph D	868-3345
Jeness Allen RFD 2	868-5295
Jeness Kenneth RFD 2	868-5291
Jeness Allen Standard Service Station	*868-3175
Jerry's Log Bar	868-4635
Jochem Wayne RFD 1	868-4002
Johnson Albert C RFD 2	868-2412
Johnson Barrie W RFD 1	868-5671
Johnson Forest RFD 2 Weyerhaeuser	868-5835
Johnson Helen & Ruth RFD 2	868-5972
Johnson James RFD 1	868-2920
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Johnson Julius O RFD 2	868-4355
Johnson Lynn RFD 2	868-2300
Johnson Michael RFD 2 Wyhr	868-4181
Johnson Oscar trucker	868-2925
Johnson Robert RFD 3 New Auburn	868-6603
Johnson Sheila	868-4021
Johnson Vernon RFD 1	868-6432
Jones Sarah RFD 1	868-5313
Jording Edwin M F Rev RFD 2	868-6811
Joyner Allen RFD 1	868-3735
Joyner Anna Mrs RFD 2 Weyerhaeuser	868-5561
Joyner Duane RFD 2	868-3771
Joyner Elmer RFD 1	868-5711
Joyner Michael RFD 1	868-6445
Justus John RFD 2	868-4643

K

Kahn Frank RFD 2	868-4722
Kaiser Dewey	868-3391
Karis Ernest	868-2841
Karpuleon Leroy RFD 2	868-6845
Kavicky Stephen RFD 2	868-5902
Kazmierkoski John RFD 1	868-6012
Keezer Charles RFD 1 Ladysmith	868-5741
Keith Edgar RFD 2	868-2673
Keith John RFD 2	868-2306
Keith Robert	868-4945
Keith Rodney	868-3765
Insurance	*868-3545
Kelley J O RFD 1	868-5672
Kelley Jack	868-5125
Kelley Robert RFD 2	868-6182
Kerlin Lester R RFD 2	868-5982

Kernwein Al RFD 2	868-6792
Kinnear Earl RFD 2	868-4646
Kisling Allen	868-3361
Kisling Clara Mrs	868-3261
Klarkowski Ambrose	868-2913
Klein Maurice RFD 1	868-3325
Klund Monte H RFD 2	868-5971
Kohler Leslie RFD 1	868-3781
Kohler Mae Mrs RFD 2	868-6195
Kolek Robert RFD 2 Ladysmith	868-2276
Kolzow Arnold RFD 3 New Auburn	868-6635
Kopras Edmund	868-3701
Kosnak Si RFD 2	868-6903
Kostick Alois	868-4595
Kovacevich John	868-3715
Kovacevich Nick RFD 2	868-5043
Kozel's Fireside Tree Farm RFD 3 New Auburn	868-6702
Kraeuche George RFD 1	868-5665
Krahenbuhl Lina	868-4811
Kraft Shop RFD 3 New Auburn	868-6661
Kramer Allen RFD 3 New Auburn	868-6632
Kramer Harold RFD 3 New Auburn	868-6622
Kramer Raymond RFD 2	868-6761
Kramer Robert RFD 2	868-2355
Kramer Vernon RFD 3 New Auburn	868-6613
Krebs Rudolph Mrs RFD 1	868-2164
Krizan Thomas RFD 2	868-5973
Kruschke William Bill RFD 3 New Auburn	868-6645
Kuehn Marvin RFD 3 New Auburn	868-6662

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LaBlonde E C RFD 2	868-6793
LaBrie Adolph RFD 2	868-5062
La Buda Albin RFD 2	868-5933
LADYSMITH FLOWER SHOP & GREENHOUSE 909 1st S Ladysmith	532-6070
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Lahr Duane RFD 1	868-5715
LAKE SUPERIOR DISTRICT POWER COMPANY Business Office Ladysmith	532-6226
After Office Hours Call	322-4636
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Thornapple Plant RFD 1	868-5871
Lamb Gary	868-2784
Lambert Dale RFD 2	*868-4855
Lambert Emiline Mrs	868-2251
Lancaster J L Col RFD 2 Ladysmith	868-3896
Langhoff Del RFD 1	*868-3581
Langhoff Kermit	868-2853
Larson Minnie Mrs RFD 1	868-5841
Laszewski Henry RFD 3 New Auburn	868-6665
Lawson John RFD 2 Weyerhaeuser	868-5833
Leaf Willard RFD 2	868-6823
Leatherman Irvin RFD 2 Weyerhaeuser	868-3951
Leatherman Walter ins	868-3225
Le Blond Clara S Mrs RFD 2	868-4300
Lehman LaVerne RFD 2	868-4405
Lemke Timothy RFD 2	868-6911
Leon's Texaco	868-3125
Lepley Lynn Mrs RFD 1	868-5031
Lepley Robert	868-2825
Letson Nannette	868-5642
Liazuk Dean	868-3815
Lincoln Vernon RFD 1	868-5623
Lindau David	868-3075
Lindgren Carla Mrs RFD 2	868-5931
Lippert Dennis RFD 2	868-5273
Lockwood DeWitt W Mrs RFD 3 New Auburn	*868-6661
Lone Pine Lodge RFD 2	868-5255
Long Elmer	868-4563
Loomis Dallas RFD 1 Ladysmith	868-5852

Loomis Gary RFD 2	*868-5995
Loomis Rodney RFD 1	868-6423
Loomis Seth RFD 1 Ladysmith	868-5853
Loopstra Fred RFD 2	868-4618
Lorenz W F RFD 2	868-3881
Loux Henry Mrs	868-2873
Lowater Service	*868-3185
Lowery Doyle RFD 3 New Auburn	868-6675
Lundgren Axel RFD 1	868-5021
Lundgren Carrie Mrs RFD 2	868-4341
Luscher Vilas H RFD 3 New Auburn	868-6673
Lysdahl F W RFD 2	868-4255
Lysdahl Kenneth RFD 1	868-5044

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MacArthur Hotel	868-2625
MacArthur Julia Mrs RFD 1	868-2791
Maday Theodore RFD 1 Ladysmith	868-5855
Maddock Gary RFD 2	868-4550
Maddock Gary TV Sales & Service Box 86	868-4555
MADDOCKS' DRUG STORE	868-2805
Maddocks Raymond	868-3681
Madison Jerry M RFD 2	868-5975
Mahoney Basil farm eqpmnt RFD 2	868-6765
Malaise Clayton	868-4035
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Malaise MacGregor	868-4971
Malaise Richard RFD 1	868-3992
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Manley Howard H RFD 2 Weyerhaeuser	868-5562
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Marsh Percy RFD 2	868-6905
Martin Gerald M	868-5543
Martin LeVerne RFD 2	868-4404
Martindale Donald RFD 2	868-2281
Martindale Harold RFD 2	868-6802
Martindale Robert RFD 2	868-6921
Martindale Terry RFD 2	868-6801
Martindale Walter Mrs	868-2441
Massey William RFD 2	868-2401
Mattison Glenn Mrs RFD 1	868-5842
Mattison Lew RFD 1	868-5725
Mattison Richard	868-2781
Mayer Neil RFD 1	868-5885
Mayou Carl RFD 2 Ladysmith	868-2722
McCann Allen RFD 1	868-3861
McClimans Leona Mrs	868-6971
McCoy Arthur	868-2392
McCracken Sam RFD 3 New Auburn	868-6621
McCrackin Ernest RFD 3 New Auburn	*868-6651
McDonald's Cafe Hwy 8 W	868-9245
McDougall William B	868-3533
McEathron Donald RFD 2	868-4191

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120 Fritz av E Ladysmith **532-3744**
(Long Distance Charge Applies)

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McGinnis Robert RFD 1	*868-5854
McHugh York RFD 2	868-6893
McIntyre Earl J RFD 2 Ladysmith	868-5173
McLean John RFD 2	868-4345
Mead Ben	868-2811
Mead Earl RFD 1	868-2325
Meier Edward RFD 2	868-4251
Meisegeier David RFD 2	868-4299
Meisegeier Edward Dairy Products RFD 2	868-6491
Meisegeier Gary RFD 1	868-2433

Mellon George A RFD 2	868-6754
Melody Bar	868-4065
Meredyk William RFD 2	868-6851
Merriam Daniel B RFD 2	868-5752
Metzer George RFD 1	868-5453
Mid-America Dairymen Inc	868-2295
Mikes' Island Lake Tavern & Store RFD 3 New Auburn	*868-6655
Mikunda John	868-3855
MIKUNDA THOMAS INSURANCE	868-5511
Miles Stephen J RFD 2	868-5892
Miller John	868-4135
Milutinovich Milo	868-3515
MINCOFF MEAT MARKET Conrath	532-5063
Miniatt E L Jr RFD 1	868-5692
MIRR FUNERAL HOME	868-4155
Mirr Ralph Children's Telephone	868-4675
Mitchell Allen RFD 1	*868-5745
Mizener Elzie RFD 1	868-3795
Moberg William Leonard Mrs	868-4245
Moon Howard	868-5195
Moon Lowell R	868-4845
Moon Nyle	868-3055
MOON OIL COMPANY After Business Hours Call	868-3095 868-5195
Mooney John T RFD 2	868-4126
Moore Clifford trucker	868-4045
Moore Seth RFD 2	868-6925
Moore Stanley Sr RFD 1	868-2884
Moore Stanley R Jr RFD 1	868-3733
Morton Glenn A	868-4231
Moser Orval	868-2843
Muelling Charlene	868-6215

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Nachtwey W J Mrs RFD 1	868-5075
Nancy's Boutique Salon RFD 2	868-5995
Nathaniel Lutheran Church Parsonage	868-4455 868-4450
Neisler George RFD 2	868-6795
Nelson Bruce RFD 2	868-2282
Nelson Elmer RFD 1	868-5844
Nelson Gilbert RFD 2 Ladysmith	868-4512
Nelson Henry RFD 2	868-5433
Nelson Mary Mrs	868-2862
Nelson Ray RFD 2	868-6741
Nelson Russell Mrs	868-4755
Nelson Wayne RFD 2	868-6812
Nette Gertrude Mrs RFD 2	868-5951
Nevers Dan RFD 2	868-5143
Nichols Daniel R RFD 1	868-5611
Nielsen Charles RFD 1 Ladysmith	868-5922
Nielsen Eric RFD 1 Ladysmith	868-5925
Nielsen Leona Mrs RFD 2	868-5942
Nielsen Philip RFD 1 Ladysmith	868-5921
Noller John	868-2411
Norrish Frank & Nell's Resort RFD 2	*868-2338
Northwest Mink Ranches Inc RFD 1 If No Answer Call	868-3581 868-3580
NORTHWESTERN LOAN CORP Loan Office	868-3385 868-4625
Home Office	868-4625
Novak Randy RFD 2 Ladysmith	868-5171
Novak Ray	868-3691
Nyquist Andy RFD 2	868-5944

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O'Brien James RFD 1	868-5612
Olesiak Walter RFD 1	868-5801
Olson Grace Mrs	868-3263

Olson Orville RFD 2 868-5964
 Olson David 868-4585
 Olson Freebert RFD 1 868-2435
 Olson Ingvald Robert RFD 1 868-6405
 Olson Mabel E Mrs 868-3521
 Olson Quentin RFD 1 868-6433
 Olson Roger RFD 2 868-4726
 Ottum Duane RFD 2 868-2905
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 Parksite Homes 868-4731
 If No Answer Call *868-3235
 Parkview Mobile Home Court In Bruce
 RFD 2 868-5325
 Paul Walter E RFD 2 868-6822
 Peavey Harold RFD 2 868-5913
 Peck Alvin 868-2795
 Pederson Roy Mrs RFD 2 868-6731
 Peetz Peter RFD 1 868-5041
 Perlongo Joseph RFD 2 *868-2335
 Perry Arlene Mrs RFD 1 868-5022
PETER PAN CLEANERS **868-3355**
 Peters Alan J RFD 2 868-5345
 Peters Ralph 868-4025
 Petersen Ray 868-2595
 Petersen Roy 868-4502
 Peterson David E 868-4895
 Peterson Elmer (Bertha) Mrs 868-3821
 Peterson Glenn RFD 1 868-5732
 Peterson Henry J RFD 2 Ladysmith 868-2724
 Peterson Leland RFD 2 868-3085
 Peterson Oscar M RFD 1 868-5618
 Peterson W J 868-4105
 Peterson William RFD 2 Ladysmith 868-2275
 Pfeifferle Albert RFD 2 Ladysmith 868-3895
 Pfeifferle Ray Mrs RFD 2 Ladysmith 868-3892
 Pichler Herbert RFD 1 868-5881
 Pine Grove Tavern RFD 2 868-5065
 Pinnow Bernard RFD 2 868-5813
 Pinnow Kenneth RFD 2 868-5814
 Pinnow Ronald RFD 2 868-5292
 Pintelon Robert E 868-3705
 Plaszcz Frank RFD 2 868-6865
POLICE ***868-4518**
 If No Answer Call *868-2185
 Post Office *868-4215
 Potter Lee H 868-3632
 Powell James M RFD 2 868-5142
 Powell Roy RFD 2 868-6775
 Powers Duane RFD 2 868-5205
 Powers Ed F RFD 3 New Auburn 868-6691
 Powers James RFD 2 868-6721
 Ptacek Frank RFD 2 868-4128

Q

Quade Clarence Mrs RFD 1 868-5312
 Quade Donald RFD 1 868-5495
 Quinn Albert 868-4965
 Quinn Larry RFD 2 868-3280

R

Rabus Walter RFD 2 868-5955
 Radka Walter J RFD 1 Ladysmith 868-5592
 Raduege W E Dr phys & surg ofc *868-2425
 Res RFD 1 Flambeau Av Ladysmith 532-6718
 Ramsey John W Mrs 868-2855
 Rasmussen Lyle RFD 1 868-5315
 Rayment C M RFD 2 868-5141
 Raymer Russell K RFD 2 868-5465
RAY'S FAIRWAY STORE **868-2075**

Reichel Andy RFD 1 868-5735
 Reichel Clayton RFD 1 868-5822
 Reichel George RFD 1 868-5825
 Reichel Henry RFD 1 868-5731
 Reichel Mary Mrs RFD 2 868-4362
 Richardson Mark RFD 2 868-4403
 Riegel Timothy M RFD 2 868-6255
 Ring Marie Mrs 868-6265
 Riverside Electric Company RFD 2 868-3451
 Robinson Charles RFD 1 Ladysmith 868-5591
 Robinson Jerome RFD 1 Ladysmith 868-5923
 Ronkowski Erich 868-3065
 Rosholt Myron RFD 2 868-6295
 Rosolowski Thomas J RFD 2 868-5063
 Ross Robert 868-5335
 Rucker Earl RFD 2 868-5875
 Ruff E F Mrs RFD 2 868-5903
 Ruff Frank 868-2685
 Rundall Paul Dick Fireside Lodge
 RFD 3 New Auburn *868-6715
 Rurup Francis RFD 2 868-5051
 Russell George 868-2931
 Ryall Arthur RFD 1 868-5675

S

St John Norma Mrs 868-3315
 St Louis Maurice Mrs 868-2865
 St Mary's Catholic Church 868-3475
 Sanderson Thomas Sugar Shack 868-5865
 Sanderson Vernon RFD 2 868-6301
 Sather Allen RFD 2 *868-4253
 Sauer Donald Mrs 868-3295
 Scheel Carl RFD 1 Ladysmith 868-5593
 Scheitel David RFD 2 868-6085
 Schiessl Adam 868-6511
 Schillinger Ernest RFD 2 868-4401
 Schloe Linda Mrs RFD 2 868-6935
 Schmidt William 868-3675
 Schmitz Henry RFD 1 868-5033
 Schneiderwent Edward RFD 2 868-6181
 Schneidewent Juna RFD 2 868-4610
 Schott Alex RFD 1 868-5781
 Schott Richard RFD 1 868-5782
 Schroeder Alfred RFD 2 868-2301
 Schroeder Irvin 868-2935
 Schultz E H Dr dentst RFD 1 868-2985
 Schultz Elizabeth 868-4285
 Schultz Robert 868-2665
 Schwartz Frank J RFD 2 868-5893
 Schweigert Gerald RFD 2 868-4121
 Scoles Jack Mrs RFD 1 868-5025
 Scoles Vincent RFD 1 868-3993
 Selinske Edward 868-4205
 Sergent Minnie Mrs RFD 1 868-3673
 Serley Ida 868-4995
 Shaneberg Calvin Tab 868-6035
 Shearman Gladys RFD 1 868-5625
 Sheets William RFD 2 868-5254
 Sheffield James RFD 2 868-3731
 Sheffield Richard RFD 2 868-2672
 Shimko Arthur Bill RFD 1 868-5784
 Shimko Martin RFD 2 *868-5871
 Shock Zoe Mrs RFD 2 868-2671
 Shyldowski Tony RFD 2 868-6753
 Sieck Amanda Mrs RFD 2 868-4310
 Sieck Jens 868-5475
 Siglin Jack 868-3825
 Sillman Richard RFD 1 868-2566
 Silvernail Raymond RFD 3 New Auburn 868-6685
 Simpson Earl 868-3915
 Simpson William 868-3635
 Siverling Gerald 868-2863
 Skar S E 868-4835

Weinert Walter RFD 1.....	868-5803
Weinert Karsten RFD 1.....	868-6442
Weinert Konrad RFD 1.....	868-6422
Weid Clifton Mrs RFD 2.....	868-2558
Weid Warren Mrs RFD 2.....	868-4790
Wesolowski Ted RFD 2.....	868-5934
WESTER BLAIR livestock RFD 1.....	868-3801
Wester Clair RFD 2.....	868-6355
Wester Gerald RFD 1.....	868-5071
Wester James RFD 1.....	868-6325
Wester Ronald RFD 1.....	868-3953
Westlund Kenneth RFD 1.....	868-4475
Wetterling Raymond RFD 2.....	868-2337
Whalen M L Dr physician ofc.....	*868-2425
Residence.....	868-2421
WHALEN & RADUEGE DRS SC phys & surg.....	868-2425
White Archie RFD 2 Ladysmith.....	868-3897
White Donald RFD 3 New Auburn.....	868-6703
White Virgil RFD 1.....	868-2261
Whitmore R RFD 2.....	868-5974
Wichman Henry RFD 2.....	868-4385
Wicks William Pastor RFD 2.....	868-6915
Wiedenhoeft Ted RFD 2.....	868-6791
Wierzbak Mike RFD 2.....	868-6872
Wilber Robert.....	868-4535
Wilder Daisy Mrs RFD 2.....	868-4192
Wilder Lawrence RFD 2.....	868-4196
Williams Donald RFD 2.....	868-3337
Williams James RFD 2.....	868-4190
Willoughby Leweldon RFD 1.....	868-5572
Wilson Darrell RFD 2.....	868-4195
Wilson L E RFD 2 Ladysmith.....	868-2277
Wilson Milton RFD 2.....	868-4617
Wilson Minnie Mrs.....	868-4705
Wilson Vern RFD 2.....	868-4350
Wine Kenneth RFD 2.....	868-6843
Winter Haven Resort RFD 2.....	868-5985

WISCONSIN GAS COMPANY

103 Worden Av W Ladysmith	
Dial Operator and Ask For.....	ENTERPRISE 1938
(No Toll Charge On Enterprise Calls)	
Wisherd Ivan RFD 2.....	868-4681
Witzany John RFD 2.....	868-2413
Wonderspot Resort The RFD 2.....	868-2336
Wood Bernard RFD 3 New Auburn.....	868-6615
Woodmansee George.....	868-3165
Woodmansee Herbert Mrs.....	868-2315
Woodmansee Lewis.....	868-6465
Woodmansee Robert.....	868-2655
Woodmansee Roderick.....	868-3245
Worrall Donald E Mrs RFD 1.....	868-5843
Wright Darrell RFD 1.....	868-4004
Wulf John L RFD 2.....	868-5055

Y

Yetter Wayne RFD 2.....	868-6105
Young Shirley Mrs RFD 2.....	868-5271
Yuker William RFD 2.....	868-6933

Z

Zebro Albert Mrs.....	868-3035
Zebro Robert RFD 1.....	868-3862
Zehner Howard.....	868-3695
ZEHNER RAY rl est RFD 2.....	*868-2365
Res RFD 2.....	868-2360
Zelm Arnold RFD 2 Ladysmith.....	868-4518
Zielke Henry.....	868-2442
Zielke Robert.....	868-3230
Zeit Ervin RFD 1.....	868-5821
Zimmerman Andrew.....	868-2783
Zimmerman Clara Mrs RFD 1.....	868-5613
Zimmerman David RFD 2.....	868-6832
Zimmerman Helen Mrs RFD 3 New Auburn.....	868-6612
Zimmerman Richard RFD 1.....	868-5615

**Thinking about Old Friends?**

You can live those moments of memories again. Your out-of-town friends are as "close" as your phone.

Call LONG DISTANCE

Rates are lowest evenings after 6 and all day Sunday

**He's sending his voice
where his thoughts are.**



**It means so much, costs so little
to keep in touch by**

LONG DISTANCE

Call by Number — it's twice as fast.

Help Speed-up and Improve Your Telephone Service

Consult the Information Pages in the front of your telephone directory.

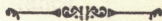
Make sure of the number before calling.

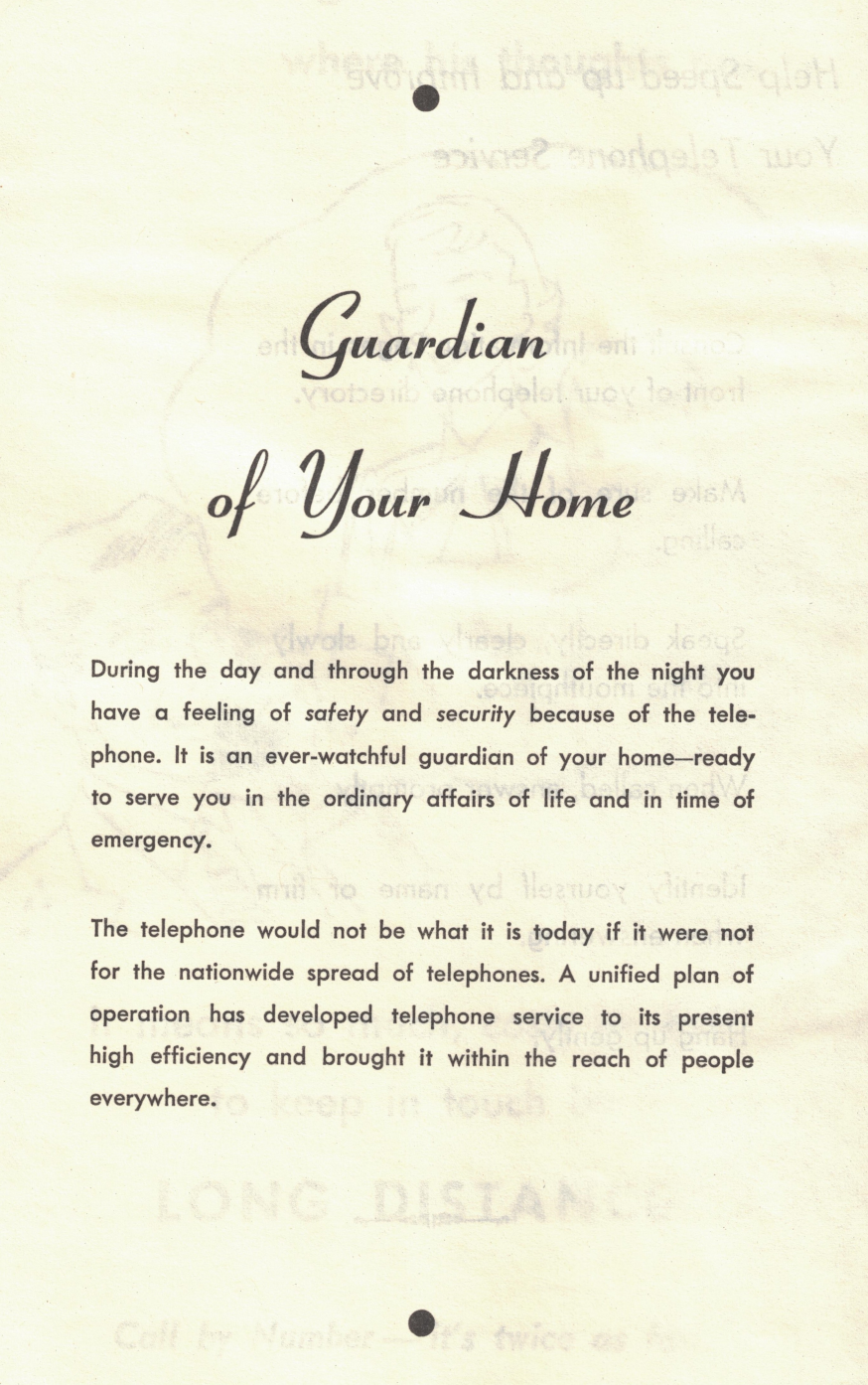
Speak directly, clearly and slowly into the mouthpiece.

When called, answer promptly.

Identify yourself by name or firm when answering.

Hang up gently.





Guardian of Your Home

During the day and through the darkness of the night you have a feeling of *safety* and *security* because of the telephone. It is an ever-watchful guardian of your home—ready to serve you in the ordinary affairs of life and in time of emergency.

The telephone would not be what it is today if it were not for the nationwide spread of telephones. A unified plan of operation has developed telephone service to its present high efficiency and brought it within the reach of people everywhere.

Classified Telephone Directory

All Business and Professional Telephone Customers included in this directory are arranged in alphabetical order under classified headings which are generally descriptive of various businesses and professions.

Advertising—Directory & Guide

TELEPHONE DIRECTORY ADVERTISING SERVICE

Guaranteed Circulation
Of Selected Prospects
For Business Or
Profession

The "Yellow Pages" Tell
"Where To Buy It"



"FOR INFORMATION CALL"

HORNE DIRECTORY INC

409 E Main..... Madison Wis 256-1647

Airports

RUSK COUNTY AIRPORT

RFD 1 Tony Ladysmith..... 532-5378

Amusement Places

Sanderson Thomas Sugar Shack..... 868-5865

Animal Carcass Removal

INDIANHEAD RENDERING CO INC Barron 537-3050

Antennas

GARY'S TV SALES & SERVICE Box 86... 868-4555

Artificial Breeding

see Livestock Breeders

Associations

American Cancer Society 868-2990

Attorneys-at-Law

Hagerty G A 868-2775

Automobile Body Repairing & Painting

HANSON'S BODY & FENDER SHOP

108 W 3rd N Ladysmith 532-5282

HENDRICKS BROS AUTO SALES 868-6595

Vierck's Jack Body Shop 868-3625

Automobile Brake Service

see Brake Service

When you do not give "Long Distance"

the out-of-town number of the person you're calling, it takes extra time to put your call through because she must call "Information" in the distant city to get the number.

Automobile Dealers—New Cars

AMERICAN MOTORS SALES & SERVICE

AMBASSADOR

MATADOR

GREMLIN

JAVELIN

HORNET



"WHERE TO BUY THEM"

AUTHORIZED DEALER

HENDRICKS BROS AUTO SALES

Hwy 40 Main st..... 868-6595

FACTORY ZONE OFFICE

AMERICAN MOTORS SALES CORP

4600 Olson Memorial Hwy

Mpls Minn 612 588-2721

BUICK AUTHORIZED SALES & SERVICE

WOULDN'T YOU
REALLY
RATHER
HAVE A BUICK?

BUICK



"WHERE TO BUY THEM"

Rite-Way Oil Company

204 Miner av Ladysmith..... 532-5480

CADILLAC SALES & SERVICE

"STANDARD
OF THE
WORLD"



"WHERE TO BUY IT"

DEALER

Ray Droege Pontiac

Edgewood av Ladysmith 532-6211

CAPRI SALES AND SERVICE

IMPORTED
FOR
LINCOLN-MERCURY



"WHERE TO BUY THEM"

HENDRICKS BROS AUTO SALES

Hwy 40 N..... 868-6595

(Continued Next Page)

Adding thousands of new telephones and associated equipment to keep pace with demands for service is a huge undertaking. Large sums must be spent—a great deal of work done.

Automobile Dealers—New Cars

—(continued)

CHEVROLET AUTHORIZED SALES AND SERVICE

YOUR ONE-STOP CENTER FOR NEW CHEVROLETS, USED CARS, PARTS AND AUTHORIZED SERVICE!



“CALL”

LADYSMITH

Bill Stearns Chevrolet-Oldsmobile Inc
215 Worden av _____ Ladysmith 532-5600

FORD AUTHORIZED SALES & SERVICE—

ENERSON EARL H FORD INC
119 1st N Ladysmith _____ 532-5101

HENDRICKS BROS AUTO SALES

Ofc & Sales _____ 868-6595
Parts & Service _____ 868-2095

INTERNATIONAL RECREATIONAL VEHICLES

SCOUT®—America's Sports & Fun Car
TRAVELALL®—“Towing Champion”
Full Line of Pickups & Camper Special Pickups



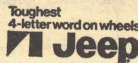
“WHERE TO BUY”

Hendricks Brothers Auto Sales - - - 868-6595

JEEP VEHICLE SALES & SERVICE

4-WHEEL DRIVE

- Jeep
- Jeep Commando
- Jeep Wagoneer
- Jeep Truck



“WHERE TO BUY THEM”

DEALER

KOHL'S AUTO CO INC RFD 7 Hwy 53
Chippewa Falls _____ Eau Claire 832-9737

LINCOLN-MERCURY SALES AND SERVICE

- CONTINENTAL MARK IV
- LINCOLN CONTINENTAL
- MARQUIS
- MONTEREY
- COUGAR
- MONTEGO
- COMET



“WHERE TO BUY THEM”

LINCOLN CONTINENTAL AND MERCURY
DEALER

HENDRICKS BROS AUTO SALES
Hwy 40 Main st. _____ 868-6595

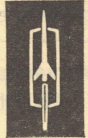
The first to get the news when new telephones are connected are the Information Operators. They keep tab on new numbers and can quickly give you any number not listed in this directory.

Automobile Dealers—New Cars

—(continued)

OLDSMOBILE SALES & SERVICE

OLDSMOBILE . . .
Always A Step Ahead



“FOR INFORMATION CALL”

Bill Stearns Chevrolet-Oldsmobile Inc
215 Worden av _____ Ladysmith 532-5600

PONTIAC SALES & SERVICE

Drive a Grand Ville, Grand Prix, Bonneville, Catalina, Grand Am, LeMans, Ventura or Firebird today.



“WHERE TO BUY THEM”

Ray Droege Pontiac
Edgewood av _____ Ladysmith 532-6211

Automobile Dealers—Used Cars

OK USED CARS

FOR A WIDER CHOICE OF OK USED CAR AND TRUCK VALUES, CALL YOUR CHEVROLET DEALER.



“CALL”

LADYSMITH

Bill Stearns Chevrolet-Oldsmobile Inc
215 Worden av _____ Ladysmith 532-5600

Automobile Parts & Supplies—New

Bruce Auto Parts-Div Lowater Service -- 868-3185

Automobile Parts & Supplies—Used & Rebuilt

GALE'S AUTO & TRUCK SALVAGE
RFD 2 Holcombe _____ Cornell 239-6361

Automobile Radiators
see Radiators—Automotive

Automobile Repairing & Service

CHEVROLET AUTHORIZED SERVICE

KEEP YOUR CAR ON THE GO WITH CHEVROLET PARTS AND FACTORY-AUTHORIZED SERVICE



“CALL”

LADYSMITH

Bill Stearns Chevrolet-Oldsmobile Inc
215 Worden av _____ Ladysmith 532-5600

Buy the Easy Way—Use The Classified

Bait—Live

see Fishing Bait

Bakers—Retail

LADYSMITH BAKERY INC

CAKES OUR SPECIALTY
TRY OUR HOMEMADE BREAD
BAKERY OF ALL KINDS

112 W 2 N Ladysmith.....532-6181

Banks

Dairyland State Bank 868-2175

PIONEER NATIONAL BANK

200 Miner av W Ladysmith 532-5551

SECURITY STATE BANK

100 Miner av E Ladysmith..... 532-5521

Beauty Salons

ARDY'S BEAUTY SALON

Hwy 8 213 Lake av W..... Ladysmith 532-5462

BEAUTYLAND SALON

Closed Mondays

HOURS:

Tues. - Wed. - Fri. 9 AM - 5 PM

Open Thurs. Eve. till 7 PM

Open Sat. till 12 Noon

COMPLETE BEAUTY SERVICE

Main St Bruce 868-6475

DORIS ANN BEAUTY SALON

Specialist In Permanent Waves & Hair

Cutting - Wigs & Hair Pieces

Open Thursday Evenings

121 E Lake Ladysmith.....532-5144

NANCY'S BOUTIQUE SALON

COMPLETE BEAUTY SERVICE

Hours: 9:00 - 5:00

Thur.: 9:00 - 9:00

Sat.: All Day

Closed Monday

South on "E" From Bruce

RFD 2 Bruce..... 868-5995

NU MODE BEAUTY SALON

114 W 2nd N Ladysmith 532-3771

Blacksmiths

Bruce Blacksmith & Machine Shop

RFD 1 868-4175

Blades—Saws

see Saws

Boat Dealers

Chuck's Marine Sales & Service

112 Miner av E Ladysmith..... 532-6665

(See Advertisement This Classification)

Bottled Gas

see Gas—Liquefied Petroleum—Bottled & Bulk

Bowling

Bruce Bowling Center 868-2495

(See Advertisement This Classification)

Brake Service

Bruce Standard Station 868-3175

Building Contractors

INDIANHEAD INDUSTRIES INC

*Builders Of Vacation Property
& Resorts*

General Contractors

Residence & Commercial

We Cover The Indianhead
Country

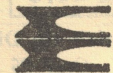
R 2 Bruce 868-5605

The brand you want can be found quickly
and easily in the Yellow Pages.

MARINE HEADQUARTERS

BOATS - MOTORS

Everything For The
Boating Enthusiast



EVINRUDE



532-6665

CHUCK'S MARINE

SALES & SERVICE

112 MINER AVE. E.

LADYSMITH

BOWL

BRUCE

BOWLING CENTER

Open Bowling Every Afternoon

"SHOW PLACE OF THE NORTHWEST"

CALL
868-2495

- Carroll & Rita Geraghty
- Open 1 P.M. to 1 A.M.
- On & Off Liquor Sales

Building Materials

WALTERS BUILDING SUPPLY Radisson 945-2791

Cafes

see Restaurants

Carpet & Rug Dealers—New

INDIANHEAD CARPET CO Barron 537-3209
 LARSON'S FLOOR COVERING
 117 W Lake av..... Ladysmith 532-3070
 (See Advertisement This Classification)

Castings—Machining

see Machine Shops

SAVE TIME — TELEPHONE.

LARSON'S FLOOR COVERING

Complete Sales & Installation

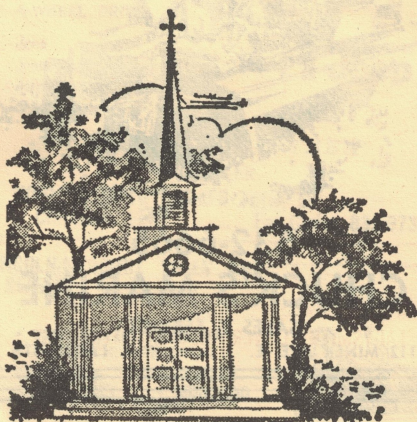
- Carpets
- Drapes
- Linoleum
- Wallpaper



MAGIC CARPET SERVICE

532-3070

Materials On Display In Our Showroom
 Over 25 Years Experience
 117 W. LAKE AV. LADYSMITH



Go to the Church
 of your choice

Take Someone With You,
 You'll Both Be Richer For It..

SPONSORED BY

THE TELEPHONE CO
 AND ITS DIRECTORY DEPT.

Chain Saws

see Saws

Chiropractors

FENANDER A V
 206 W 2nd N Ladysmith 532-6011
 Tues Thurs & Sat Call Holcombe 595-4440

SIMONS R J

Mon, Wed, Fri 9-Noon and 1-9; Tues 9-Noon
 and 1-5; Thurs and Sat 9-Noon
 309 Worden av W Ladysmith..... 532-5181
 Res 532-3287

Churches

Federated Church
 Office & Parsonage 868-3565
 Grace Bible Church 868-2761
 Imalone Bible Church RFD 1..... 868-5745
 Nathaniel Lutheran Church 868-4455
 Parsonage 868-4450
 St Mary's Catholic Church 868-3475

Cleaners

Peter Pan Cleaners 868-3355

Clothing—Men's

see Men's Clothing & Furnishings—Retail

Clothing—Women's

see Women's Apparel—Retail

Collection Agencies

BONDED COLLECTIONS OF RICE LAKE INC
 305 N Main Rice Lake..... 234-2191

Concrete—Ready Mixed

LADYSMITH CONCRETE CO INC
 READY MIXED CONCRETE
 "Heated In Winter"
 Washed and Graded
 Sand and Gravels
 Crushed Stone
 Ladysmith 532-6001

Contact Lenses

see Optometrists—Doctors of Optometry (O.D.)

Dairy Equipment & Supplies

PETERSON WILLIAM
 DARI-KOOL
 Authorized Sales & Service
 BULK TANKS - MILKERS
 RFD 2 Ladysmith Bruce..... 868-2275

SURGE EQUIPMENT SALES & SERVICE

PIPELINES and PARLORS
 VACUUM PUMPS and STEP SAVERS
 SURGE DAIRY SUPPLIES
 VACUUM LINE CLEANING
 4 SEASONS SPORT SHOP
 (Both Under Same Ownership)

Hwy 27 Ladysmith 532-6762
 Fred Kostick res 532-3590

Dairy Products—Whise

Meiseiger Edward Dairy Products
 RFD 2 868-6491
 Mid-America Dairymen Inc 868-2295

Look First in the Yellow Pages

Dead Animal Stock Removers

see Animal Carcass Removal; also Rendering Companies

Dentists—Doctors of Dental Surgery (D.D.S.)

Bergsbaken K O
213 W Miner av Ladysmith 532-6171
Boehmer & Hafdahl
109 Lake av W Ladysmith 532-5606
Gerken Kurt D
213 W Miner av Ladysmith 532-6171
Schultz E H RFD 1 868-2985

Depots

see Railroads

Detective Agencies

Sherlock Holmes Agency Ltd
7441 W Greenfield av Milwaukee..... 257-1000

Directory Advertising

see Advertising—Directory & Guide

Doctors

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

Drive-In Restaurants

see Restaurants

Drug Stores

see Pharmacies

Electric Companies

Lake Superior District Power Company
Business Office Ladysmith 532-6226

Electric Contractors

BRUCE ELECTRIC SHOP 868-2945
INDIANHEAD INDUSTRIES INC
RFD 2 868-5605
Duane Lahr Mgr 868-5715
Riverside Electric Company RFD 2..... 868-3451

Electric Heating Contractors

see Heating Contractors

Electric Motors—Dealers & Repairing

Bruce Electric Shop 868-2945

Engines—Gasoline

**BRIGGS & STRATTON
GASOLINE ENGINES**

4 cycle, air cooled engines - 2 hp through 14 hp. Authorized Service Centers with factory-trained personnel, special tools and genuine replacement parts for dependable, courteous service.



"FOR INFORMATION CALL"

SERVICE DISTRIBUTOR

Clark Auto Supply Inc
103 Worden av E Ladysmith..... 532-5574

SERVICE DEALER

Bruce Hardware 868-2045

Engines—Gasoline—(cont'd)

**TECUMSEH AIR-COOLED ENGINES
& POWER TRAIN COMPONENTS**

Precision Built Long Life Engines
2-15 H. P. Since 1895
Differentials, Transmissions,
Transaxles, Hydrostatic Transmissions
& Transaxles, Gear Drives
• Factory Authorized Service
• Genuine Parts • Trained Mechanics



"FOR SERVICE CALL"

REGISTERED SERVICE DEALER

Bruce Hardware 868-2045

Engines—Rebuilding & Exchanging

BRUCE AUTO PARTS-DIV LOWATER SERVICE

Bruce 868-3185

Excavating Contractors

Bruce Pump & Trenching RFD 2..... 868-5225

Eyeglasses

see Optometrists—Doctors of Optometry (O.D.)

Fabric Shops

J & J FABRIC CENTER

Lingerie and Swimsuit Fabrics
Accessories - Knits - Snowmobile Fabrics
Mon-Fri 9-5, Fri Til 9, Closed Sat
111 W 2 S Ladysmith..... 532-6365

Farm Equipment

Hein Implement Co 868-2455
HELMER IMPLEMENT CO RFD 1 868-3305
Mahoney Basil RFD 2..... 868-6765

Feed Dealers

Buchholz Feed Store 868-2735
FARMERS UNION FEED STORE
200 Worden av W Ladysmith 532-3993

Filling Stations

see Service Stations—Gasoline & Oil

Fishing Bait

Dale's Septic Tank Service & Bait Shop
RFD 2 868-4855
Frank's Bait Shop RFD 1..... 868-5764

Florists—Retail

LADYSMITH FLOWER SHOP & GREENHOUSE
909 1st S Ladysmith 532-6070

Foreign Cars

see Automobile Dealers headings

Forgings—Machining

see Machine Shops

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the Classified Telephone Directory.

Funeral Directors**McELRAVY-GEIER FUNERAL HOME INC**

Reverse Charges Accepted

120 Fritz av E Ladysmith **532-3744**

(See Advertisement This Classification)

MIRR FUNERAL HOME

RALPH B. AND MARGARET MIRR

*"REVERSE CHARGES ACCEPTED"*Office Bruce **868-4155**Res Bruce **868-4675**

For Better, Faster Long Distance Service
—Keep a Personal number list.

McELRAVY-GEIER FUNERAL HOME, INC.

JEROME W. GEIER

SHIRLEY M. GEIER

RICHARD KEEPERS

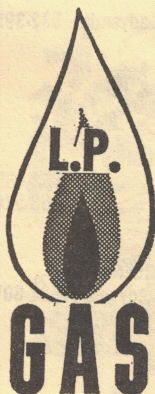
532-3744
REVERSE CHARGES

Member The Order of the Golden Rule

120 FRITZ AVE. EAST

LADYSMITH

Vorce & Frogner, Inc.



- BULK PROPANE SERVICE
- BOTTLED GAS SERVICE
- LP GAS DOES BETTER



PLUMBING and HEATING

Open Friday Evenings

LADYSMITH
532-5593

After Hours Call 353-2761 at Weyerhaeuser
353-2276 or 353-2273

Fur FarmsNorthwest Mink Ranches Inc RFD 1.... **868-3581****Furniture Dealers—Retail**FIGURA ENTERPRISES **868-2615****Furniture Movers**

see Moving & Storage

Gas Companies**WISCONSIN GAS COMPANY**

103 Worden av W Ladysmith

Dial Operator and Ask For... **ENTERPRISE 1938**

(No Toll Charge On Enterprise Calls)

Gas—Liquefied Petroleum—Bottled & Bulk**FARMERS UNION FEED STORE**200 Worden av W..... Ladysmith **532-3993**Gamble Store **868-2065****PETROLANE GAS SERVICE**

LP-GAS SERVICE

Gas Appliances

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INDUSTRY. Engine Conversions to LP-Gas Fuel.

RENTAL - PURCHASE - FINANCE Plans for Home and

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Petrolane Gas Service Inc

Hwy 8 W Ladysmith..... **532-6260****VOUCE & FROGNER INC** Ladysmith **532-5593**

(See Advertisement This Classification)

Gas Heat

see Heating Contractors

Gasoline Stations

see Service Stations—Gasoline & Oil

Golf Courses—PublicAmacoy Golf Course RFD 2..... **868-6953****Government Offices****CITY, VILLAGE & TOWNSHIP**Bruce Village Hall **868-2185**Fire Calls ***868-2345**

Housing Authority Of The Village

Of Bruce **868-4731**Police **868-4518**If No Answer Call **868-2185****FEDERAL**Bruce Post Office **868-4215****Gravel**

see Sand & Gravel

Grocers—RetailAmacoy Store RFD 2..... **868-4253**Farmer's Store **868-2125**Kraft Shop RFD 3 New Auburn..... **868-6661**Ray's Fairway Store **868-2075****Hairdressing**

see Beauty Salons

No need to waste time and shoe leather
looking for the place you want when it's
conveniently listed in the Yellow Pages.

Hardware—Retail

Bruce Hardware Hank 868-2045
 (See Advertisement This Classification)
 Gamble Store 868-2065

Heating Contractors

BRUCE PLUMBING & HEATING 868-4415

Hotels

MacArthur Hotel 868-2625

Insurance

AMERICAN FAMILY INSURANCE

Insuring More Cars in
 Wisconsin Than Any
 Other Company. Fast
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"All Your Family's Protection Under One Roof."

"FOR INFORMATION CALL"

AGENT

Oldeen Richard Agency
 RFD 3 Ladysmith 532-3160

**KEITH RODNEY A
 LADYSMITH INSURANCE AGENCY** 868-3545

108 W 2nd S Ladysmith 532-3155
 (See Advertisement This Classification)

Leatherman Walter 868-3225
MIKUNDA THOMAS INSURANCE 868-5511

SENTRY INSURANCE CO
 615 E 5th N Ladysmith 532-6377
STERLING AGENCY 868-3545

Jewelers—Retail

REDWINE'S JEWELRY
 102 Miner av W Ladysmith 532-3477

Laundries—Self Service

KING KOIN LAUNDERETTE
 W Lake st Ladysmith 532-9861
 (See Advertisement This Classification)

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BOLENS POWER EQUIPMENT

Complete line of
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 Compact tractors
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CORNELL CHAIN SAW SERVICE
 102 Main Cornell 239-6220

**NEW HOLLAND LAWN & GARDEN
 EQUIPMENT—**

SALES & SERVICE
HEIN IMPLEMENT CO INC 868-2455

Lawyers

see Attorneys-at-Law

Lenses—Contact

see Optometrists—Doctors of Optometry (O.D.)

Livestock

Wester Blair RFD 1 868-3801

Livestock Breeders

American Breeders Service 868-4425

Loans

Northwestern Loan Corp
 Loan Office 868-3385

PIONEER NATIONAL BANK
 200 Miner av W Ladysmith 532-5551

SECURITY STATE BANK
 100 Miner av E Ladysmith 532-5521

**THOR FINANCIAL SERVICES—
 THOR FINANCE CORP**
 120 Miner av E Ladysmith 532-5586

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 HARDWARE HANK**



- COMPLETE GENERAL HARDWARE
- SPORTING GOODS
- SURGE SUPPLIES
- PLUMBING AND HEATING SUPPLIES
- RCA & WHIRLPOOL APPLIANCES

DIAL 868-2045

BRUCE WIS.

**LADYSMITH INSURANCE
 AGENCY**



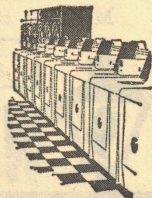
**FIRE - CASUALTY - BONDS
 532-3155**

108 W. 2nd ST. S. LADYSMITH

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COMPLETE
 SELF-SERVICE
 LAUNDRY &
 DRY CLEANING

CALL
532-9861



Hours: 8 AM To 10 PM
 Weekends 8 AM To 6 PM

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W. LAKE ST. HWY. 8 LADYSMITH

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Auto - House - Coded Keys Made and
 Duplicated - Bonded - Registered - Safes
 Sales and Service - Combinations Changed
 501 Summit av W Ladysmith.... 532-3223

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Bruce Lumber & Supply 868-3115

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Large Discount on Factory
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Windows - Doors - Ceiling and
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 Hardboards - Formica

Hardware
 Electrical Supplies
 Carpeting - Paint

309 E South Cornell.....239-6812

Machine Shops

Figura Enterprises - 868-2615

Meat—Retail

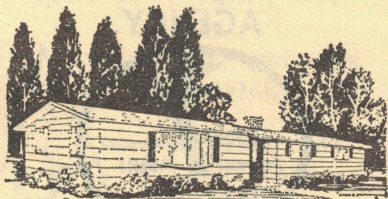
Mincoff Meat Market
 Conrath - Ladysmith 532-5063

Men's Clothing & Furnishings—Retail

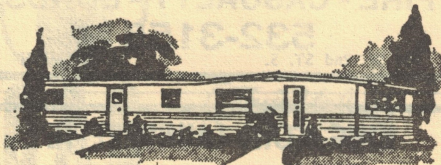
Bruce Clothing Store 868-2975

Men's Clothing—Whlse & Mfrs

Gordon Ferguson Manufacturing Co - - 868-2605

HOUSING HEADQUARTERS

PRE-BUILT HOMES
 BY TRISTATE



MOBILE HOMES - ALL SIZES

DIAL 532-6075



WEISENBERGER

Home Sales

Lake Av. West - Hwy. 8

Ladysmith

Mink Farms

see Fur Farms

Mobile Homes—Dealers**WEISENBERGER REALTY**

Lake av W Hwy 8 Ladysmith..... 532-6075
 (See Advertisement This Classification)

Mobile Homes—Parks

Fetting Robert RFD 2..... 868-5061

Parkview Mobile Home Court in Bruce
 RFD 2 868-5325

Mobile Homes—Transporting

Bellows & Bellows Cameron 458-2301

Motels

Amacoy Lake Motel RFD 2 868-2335

Austin's Motor Court 868-3025

DAVIS MOTEL

Miner av W Ladysmith 532-5576

Moving & Storage**BELLOWS & BELLOWS**

Furniture Moving - Trucking
 Local and Long Distance
 New & Used Mobile Home Towing
 Cameron458-2301

CRANDELL MOVING & STORAGE

UNITED VAN LINES
 Moving With Care Everywhere
 Service In Sanitized Vans
 Call For Estimate And
 Helpful Consultant Service
 In State & Out Of State Moving
 Hwy 27 N Ladysmith..... 532-5770

Musical Instruments—Dealers

Joe's Music & Sewing Center
 508 E 8th S Ladysmith..... 532-3263

Newspapers

Bruce News-Letter 868-2195

Nursing Homes**MARIAN NURSING HOME****SKILLED CARE**

FRANCES MLECZKO - ADM.

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2½ Mi West of Radisson on Hy. 27-70

Radisson 945-2203

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200 Worden av W..... Ladysmith 532-3993

Indianhead Oil Co - 868-3285

Moon Oil Co

Texaco Bulk Products

Bruce 868-3095

(Continued Next Page)

These Yellow Pages list businesses, services, products, and professions under easy-to-find headings . . . arranged to help you find what you want when you want it.

Oils—Fuel—(cont'd)

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AMOCO HEATING SERVICE**

AMOCO® Heating Oils.
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Convenient budget terms.
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R F TOWERS - 868-2750

Standard Oil Co 868-2750

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(O.D.)**

Jacobson Edward M
10 N Main..... Rice Lake 715-234-3113

Pharmacies

LADYSMITH PHARMACY

113 Miner av E Ladysmith 532-3434
(See Advertisement This Classification)

Maddocks' Drug Store 868-2805
(See Advertisement This Classification)

SPEIDEL'S DRUG STORE Ladysmith 532-5656
(See Advertisement This Classification)

Photographers—Portrait

DUBOIS STUDIO

Quality Portraits In
Color or Black and White
Commercial & Aerial Photography
Copies From Old Photographs
Hrs.: Mon.-Fri. 9:00-5:30 - Sat. 9:00-Noon
AL & CAROL BONANNO

125 E Lake av Ladysmith..... 532-3292

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405 Pederson av W Ladysmith..... 532-5414

Adding thousands of new telephones and associated equipment to keep pace with demands for service is a huge undertaking. Large sums must be spent—a great deal of work done.

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DRUG STORE**

PRESCRIPTIONS
DRUGS

VETERINARY SUPPLIES

DIAL BRUCE 868-2805

Emergency Hours - 868-3681

BRUCE, WISCONSIN

**LADYSMITH
PHARMACY**

Walgreen System Drug Store

Photo Supplies & Developing
Service

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PRESCRIPTIONS**

PHONE 532-3434

For Drugs & Prescriptions

DRUGGISTS

113 MINER AVE. E.
LADYSMITH, WISCONSIN

Prescription Specialists

YOUR PRESCRIPTION



CENTER

**Compounding Prescriptions
Our Specialty**



- PRESCRIPTIONS
- DRUGS
- HOME REMEDIES
- PHOTO FINISHING
- HALLMARK CARDS
- GIFTS
- PROMPT MAIL ORDER SERVICE

**SPEIDEL'S
DRUG STORE**

PHONE 532-5656

101 MINER AV. E.

LADYSMITH

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

Raduege W E 868-2425

WHALEN & RADUEGE DRS SC

RADUEGE W. E.

Daily Hours
1 P.M. to 5 P.M.

Closed Saturday Afternoon

Office Bruce 868-2425
M L Whalen MD Res..... 868-2421
W E Raduege MD Res..... 532-6718

Plumbing Contractors

BRUCE PLUMBING & HEATING

Repair Service—New Installation—Emergency
Remodeling—Water Heaters—Disposals—Forced
Air Heating & Steam & Hot Water Heating
Bruce 868-4415

Radiators—Automotive

Hemphill Radiator Service 868-3215

Railroads

Soo Line Depot 868-2085

Ready Mixed Concrete

see Concrete—Ready Mixed

Real Estate

DIXON REALTY

For Complete Real Estate Service
Remember
DIXON ON "D"

Weyerhaeuser 353-2432

KAISER REALTY

JOHN P. KAISER - REALTOR
Seven Professional Salesmen
Call Weekdays - Sundays - Any Hour
Ingram 715 322-4155

STROUT REALTY

RAY & MARLYS ZEHNER - Brokers
"We Handle All Types Of Real Estate"
RFD 2 Bruce..... 868-2365

WEISENBERGER REALTY

REAL ESTATE
MOBILE HOMES
PRE-BUILT HOMES
Lake ave W Hwy 8 Ladysmith..... 532-6075

SAVE TIME — TELEPHONE.

DEAD & DISABLED STOCK WANTED

Prompt Sanitary Service

FREE PICK-UPS



458-2716

BARR MINK RANCH

Cameron, Wisconsin

Reducing & Weight Control Services

Weight Watchers

Call For Local Class Schedule

5630 N Lake dr Milwaukee.... 800 242-8918

Rendering Companies

Barr Mink Ranch Cameron 458-2716
(See Advertisement This Classification)

INDIANHEAD RENDERING CO INC

Barron 537-3050

Resorts

Amacoy Lake Resort RFD 2..... 868-6955
Birchwood Resort RFD 2..... 868-5145
Chippewa Trails Inc RFD 2..... 868-6565
Fireside Lodge on Fireside Lake
RFD 3 New Auburn..... 868-6715
Frank & Nell's Resort RFD 2..... 868-2338
Green Acres Resort RFD 3 New Auburn... 868-6631
Island Lake Resort RFD 3 New Auburn... 868-6651
Lone Pine Lodge RFD 2..... 868-5255
Stehbergers Sunny Slope Resort
RFD 2 868-6804
Winter Haven Resort RFD 2..... 868-5985
Wonderspot Resort The RFD 2 868-2336

Restaurants

Amacoy Supper Club RFD 2..... 868-6952
Bruce Cafe 868-5505
McDonald's Cafe Hwy 8 W..... 868-9245

Rug Dealers—New

see Carpet & Rug Dealers—New

Sand & Gravel

LADYSMITH CONCRETE CO INC

Ladysmith 532-6001
Stevens Bros Truck & Shovel Service
RFD 2 868-3371
Or 868-6831

Savings & Loan Associations

LADYSMITH FEDERAL SAVINGS & LOAN ASSN

Hwy 8 Ladysmith 532-3389

Saws

HOMELITE POWER CHAIN SAWS —

BRUCE HARDWARE 868-2045

HUSQVARNA CHAIN SAWS—

SALES & SERVICE

LADYSMITH MACHINE SHOP

Hwy 27 N Ladysmith..... 532-6090

McCULLOCH POWER CHAIN SAWS—

DEALER

BILL'S MOTOR SERVICE

319 W 9th N Ladysmith..... 532-3717

Schools—Secondary & Elementary

(Academic)

Bruce Public Schools 868-2585
Garage 868-3435

Septic Tanks

BELLOWS & BELLOWS

Septic Tanks & Dry Wells
Cleaned

"Reasonable Rates"

Cameron 458-2301

Service Stations—Gasoline & Oil

Al's Super Shell 868-3005
 Badger Oil Co
 Dealer For Conoco Products 868-3445
 Helmer Implement Co RFD 1 868-3305
 Leon's Texaco 868-3125

STANDARD OIL

For products and services you can depend on, patronize your nearby Standard Oil dealer
 AMOCO MOTOR CLUB stations are identified "AMC"



"WHERE TO CALL"

STATION
BRUCE STANDARD STATION 868-3175

Toby's North Star Service RFD 2 868-4265

Sewing Machines—Household

SINGER SEWING MACHINE SALES & SERVICE—

AUTHORIZED DEALER
 JOES'S MUSIC & SEWING CENTER
 508 E 8th S Ladysmith 532-3263

Sheet Metal Work

Bruce Plumbing & Heating 868-4415

Snowmobiles

BOMBARDIER SKI-DOO—
 ENERSON EARL H FORD INC
 119 1st N Ladysmith 532-5101

RUPP SNOWMOBILES—

LISTFAX
 Call For Nearest Rupp Dealer
 Norwalk Conn 800 243-6000

YAMAHA SNOWMOBILES—

SALES & SERVICE
 PETERSON WILLIAM
 RFD 2 Ladysmith 868-2275

Sporting Goods—Retail

JAMES SPORT SHOP

JOHNSON MOTORS - LUND BOATS
 Authorized BROWNING Dealer
 LIVE BAIT & ICE
 Open Evenings & Sundays
 Visit Our Catalog & Bottle Shop
 Hwy 8 Ladysmith 532-6016

Steam Heating Contractors

see Heating Contractors

Stock Yards

see Livestock

Storage—Household

see Moving & Storage

Surgeons

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

Taverns

Benik Robert Bar 868-4495
 Imalone Tavern RFD 1 868-5854
 Jerry's Log Bar 868-4635
 Melody Bar 868-4065
 Pine Grove Tavern RFD 2 868-5065
 Steffek Mike Tavern & Store
 RFD 3 New Auburn 868-6655
 Votruba Joe Wagon Wheel Tavern
 RFD 1 868-5851

Telephone Companies

BRUCE TELEPHONE CO 868-2995
 Manager's Residence 868-4095

Television Antenna Systems

see Antennas

Television Dealers—Retail

FANDEL RADIO & TV SERVICE
 RCA Authorized Sales & Service
 301 Miner av W Ladysmith 532-5171

Television Service

ERICKSON TV
 Sylvania Sales & Service
 Hwy 8 West Ladysmith 532-3675
 Gary's TV Sales & Service Box 86 868-4555
 (See Advertisement This Classification)

Theatres

Bruce Theatre 868-3235

Trailer Renting & Leasing

U-HAUL TRAILER RENTALS

THE RIGHT EQUIPMENT AT COMPETITIVE



RATES—All Size Trailers - Safe, Easy-Towing. Designed for self movers. Free Road Service, Moving Guide. Moving Aids Available. Insurance. Major Bank Cards Accepted.

LOCAL & ONE-WAY ANYWHERE

"FOR INFORMATION CALL"

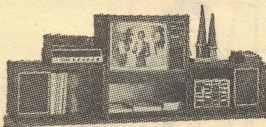
LADYSMITH

Goffin Bob Oil Co
 407 Lake av W Ladysmith 532-9866

Buy the Easy Way—Use The Classified

GARY'S TV SALES & SERVICE

Authorized Dealer
MOTOROLA QUASAR
 SERVICE ON ALL MAKES



STEREO - RADIO - TAPE RECORDERS
 ANTENNA SERVICE
 Owner — Gary Maddock

868-4555

MAIN ST.

BRUCE

Trenching

see Excavating Contractors

Truck Dealers

CHEVROLET TRUCKS

TOTALLY
TOUGHER



"CALL"
LADYSMITH

Bill Stearns Chevrolet-Oldsmobile Inc
215 Worden av Ladysmith 532-5600

Truck Dealers—(cont'd)

GMC TRUCKS

FOR GMC
SALES
SERVICE
PARTS



"WHERE TO BUY THEM"
DEALER

CLARK AUTO SUPPLY INC
103 Worden av E Ladysmith 532-5574

Truck Renting & Leasing

U-HAUL TRUCK RENTALS

THE RIGHT
EQUIPMENT AT
COMPETITIVE
RATES—Designed for self movers. Ford Trucks, 12'
to 24'. Insurance, Free Road Service, Free Moving
Guide. Moving Aids Available. Major Bank Cards
Accepted.



LOCAL & ONE-WAY ANYWHERE

"FOR INFORMATION CALL"
LADYSMITH

Goffin Bob Oil Co
407 Lake av W Ladysmith 532-9866

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trip?



Rest Assured—
PHONE AHEAD
for Reservations!

Next time check the
YELLOW PAGES first



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Anderson Ernest
Specializing in Timber Products
RFD 1 868-2323
Johnson Oscar 868-2925
Moore Clifford 868-4045

Undertakers

see Funeral Directors

Veterinarians

LADYSMITH VETERINARY CLINIC

Dr D C Geisler
Dr S L Berg
Large and Small Animals
Lake av W Ladysmith 532-5636
If No Answer Call 868-6555

Wallpapers & Wallcoverings—Retail

Larson's Floor Covering
117 W Lake av Ladysmith 532-3070

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ALL TYPES OF WELDING
Repairing - Farm Machinery - Ind. Equip.
Logging Equip. - Portable Welding
Aluminum Welding
COMPLETE MACHINE SHOP
Steel In Stock - Oxygen & Acetylene
Medical Oxygen & Gauges

Hwy 27 N Ladysmith 532-6090

Well Drilling

Atwood Well Drilling & Repairs RFD 2 868-3871

Women's Apparel—Retail

Villager Dress Shop 868-3555

That handy little invention
THE EXTENSION PHONE

- **Save time**
 - **Save steps**
 - **Save you**
- and costs so little**

ORDER YOURS TODAY!

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the**



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