

*EMERGENCY NUMBERS — INSIDE FRONT COVER*

# Telephone Directory

SERVING . . .

**BRUCE**

(AREA CODE 715)

MAY 1970

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



# 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)

## F. B. I.

Federal Bureau of Investigation ..... **Dial "0" Operator**

**DIRECTORY ASSISTANCE** (Information) ..... **Dial "0" Operator**

**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 "0" 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.**



**AFTER DIALING you will hear—**

### The Ringing Signal—

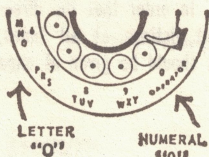
Give your party time to answer, about 10 rings, before you hang up.

OR



### The Busy Signal—

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



### DIAL the TELEPHONE NUMBER

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

(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.

On both rural and urban party lines the first five (5) numerals designate the party. When dialing a number with the first 5 numerals the same as the first 5 numerals 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. Hang up the receiver, and allow your called party's telephone to ring for about 10 seconds. Remove 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 indicates someone on your own line is calling. Please stay on the line and give them time to return to their telephone.

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

## TIMING OF LOCAL CALLS

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

### 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.

### 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.

### 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.

### FAMILY VISIT TIME

Every evening after 8 on any calls **within Wisconsin** you can talk 10 minutes for the price of 5, and keep right on talking at "half-price"—2 minutes for the price of one.

## EVENING, NIGHT AND WEEKEND RATES

### WITHIN WISCONSIN

Every evening after 5:00 p.m. and all day Saturday reduced rates apply on calls to points over 32 miles. Further reduced rates apply every evening from 7:00 p.m. to 7:00 a.m. and all day Saturday and Sunday on calls to points over 70 miles.

### OUTSIDE WISCONSIN

#### STATION-TO-STATION

Reduced rates on calls of 55 to 220 miles are in effect from 5:00 p.m. to 7:00 a.m. weekdays and all day Saturday and Sunday. Reduced rates on evening calls over 220 miles are in effect every night from 5:00 to 7:00 p.m. weekdays. Further reduced night rates are in effect every night from 7:00 p.m. to 8:00 a.m. weekdays and all day Saturday and Sunday.

#### PERSON-TO-PERSON

Reduced rates on calls over 55 miles are in effect from 5:00 p.m. to 7:00 a.m. Monday through Friday and all day Saturday and Sunday.



# BRUCE

## Alphabetical Telephone Directory

ZIP CODE 54819

### A

Ackerman Charles Jr RFD 2 .....	868-4745	Benik Robert Bar .....	868-4495
Adams Arthur RFD 2 .....	868-2308	Bennor Kenneth RFD 1 .....	868-4984
Adams Billy RFD 2 .....	868-2307	Bennor Walter RFD 1 .....	868-2375
Adams John L RFD 1 .....	868-2430	Benson Amiel .....	868-2415
Adams Lewis RFD 2 .....	868-3872	Benson Arthur RFD 1 .....	868-3155
Adams Ray RFD 1 .....	868-3963	Benson Donald RFD 1 .....	868-3966
Adrian Clyde .....	868-3905	Benson Esther Mrs RFD 1 .....	868-2511
Almajo Farm RFD 1 .....	*868-3981	Berg Allan .....	868-4445
Alstad Bjarne RFD 2 Ladysmith .....	868-2729	Berseth Jerry .....	868-4575
Altman Vern RFD 1 .....	868-2514	Bessler Ray .....	868-2792
Alvey Evelyn Mrs .....	868-2055	Beyer Clifton RFD 1 .....	868-2377
Alvey Sam RFD 1 .....	868-2162	<b>BIRCHWOOD RESORT RFD 2</b> .....	<b>868-3936</b>
Alvey Selmer RFD 2 .....	868-4055	Blazek Allen "Jim" RFD 1 .....	868-3100
Amacoy Lake Motel RFD 2 .....	868-2335	Blazek James RFD 1 Ladysmith .....	868-2372
Amacoy Lake Resort RFD 2 .....	*868-2139	Blazek Richard RFD 1 .....	868-3982
Amacoy Store RFD 2 .....	868-2332	Blix Clifford .....	868-2705
Amberger Robert RFD 1 .....	868-2834	Blodgett Howard RFD 1 .....	868-2326
Amble Thomas Mrs RFD 2 .....	868-2137	Blodgett Lyle RFD 1 .....	868-2534
American Breeders Service .....	868-4425	Bocek Paul J RFD 1 .....	*868-3105
American Cancer Society .....	*868-2990	Boehmer Malinda Mrs .....	868-3365
<b>AMERICAN GAS COMPANY OF WISCONSIN INC</b>		Bollman James RFD 2 .....	868-3925
103 Worden Av W Ladysmith		Bollman Myrtle Mrs RFD 2 .....	868-3927
Dial Operator and Ask For .....	<b>ENTERPRISE 1938</b>	Bonek Harry Mrs RFD 1 .....	868-3953
(No Toll Charge On Enterprise Calls)		Booher Carl Pastor .....	*868-3565
Anderson Bruce RFD 2 .....	868-4687	Booher Charles LeRoy RFD 1 .....	868-2517
Anderson Don RFD 2 .....	868-4689	Booth Gerald .....	868-3605
<b>ANDERSON ERNEST</b> trucker RFD 1 .....	<b>868-2323</b>	Brainerd Harry RFD 2 .....	868-4868
Anderson Gary .....	868-2155	Brainerd Lyman RFD 1 .....	868-3998
Anderson George RFD 1 .....	868-4988	Braun Arthur J RFD 2 .....	868-3331
Anderson Harold RFD 2 .....	868-4101	Briggs James H RFD 1 .....	868-3205
Anderson Jessie RFD 2 .....	868-4335	Briggs William .....	868-4225
Anderson Lester & Leonard RFD 1 .....	868-3991	Broad Ralph RFD 2 .....	868-2477
Anderson Raymond RFD 1 .....	868-3865	Brockway Harvey RFD 2 .....	868-3332
Applebee Dean .....	868-3500	Brown's Auto Supply .....	Ladysmith 532-3188
Arnold Lila Mrs .....	868-2393	Brubeck John A RFD 2 .....	868-2331
Atkinson Bruce Mrs RFD 1 .....	868-3986	<b>BRUCE BLACKSMITH SHOP RFD 1</b> .....	<b>868-4175</b>
Atwood Charles RFD 2 .....	868-2470	<b>BRUCE BOWLING CENTER</b> .....	<b>868-2495</b>
Atwood John RFD 2 .....	868-3877	<b>BRUCE CAFE</b> .....	<b>868-2465</b>
Atwood Ronald RFD 2 .....	868-2473	<b>BRUCE CLOTHING STORE</b> .....	<b>868-2975</b>
<b>ATWOOD WELL DRILLING &amp; REPAIRS RFD 2</b> .....	<b>868-3871</b>	<b>BRUCE ELECTRIC SHOP</b> .....	<b>868-2945</b>
Austin Fred .....	*868-3445	<b>BRUCE HARDWARE</b> .....	<b>868-2045</b>
Austin's Motor Court .....	868-3025	Bruce Housing Authority .....	*868-3235

### B

Babcock Harry RFD 3 New Auburn .....	868-2573	Bruce News-Letter .....	868-2195
Babinsky Henry RFD 1 Ladysmith .....	868-3594	Bruce Parksites Homes .....	*868-4731
<b>BADGER OIL CO</b> .....	<b>868-3445</b>	If No Answer Call .....	*868-3235
Balczewski Anna Mrs RFD 2 .....	868-4310	<b>BRUCE PLUMBING &amp; HEATING</b> .....	<b>868-4415</b>
Balin Charles RFD 3 New Auburn .....	868-4088	Bruce Post Office .....	868-4215
Barger Marvin RFD 1 .....	868-2532	Bruce Public Schools .....	868-2585
<b>BARKER G F DR</b> vet Lake av W Ladysmith .....	<b>532-5636</b>	Garage .....	868-3435
Barnes Charles E RFD 2 .....	868-2890	<b>BRUCE PUMP &amp; TRENCHING RFD 2</b> .....	<b>868-2287</b>
Barringer Larry RFD 2 .....	868-4684	<b>BRUCE STANDARD STATION</b> .....	<b>868-3175</b>
Bartley Henry .....	868-2683	<b>BRUCE TELEPHONE CO</b> .....	<b>868-2995</b>
Beaulieu Adelor Mrs RFD 2 .....	868-4375	Manager's Residence .....	868-4095
Beebe Donald RFD 2 .....	868-4292	Bruce Theatre .....	868-3235
Beebe Mary Mrs RFD 2 .....	868-4392	Bruce Village Hall .....	868-2185
Beebe Roy RFD 2 .....	868-3898	Bruhn Theodore Mrs RFD 2 .....	868-2282
Behnke Albert RFD 1 .....	868-4103	Bryant Harry RFD 2 .....	868-4613
Behrendt Dennis .....	868-4962	Bryant Larry RFD 2 .....	868-2304
Behrendt Robert RFD 2 .....	*868-3645	Bryant Leslie RFD 2 .....	868-2305
Beilfuss Bert .....	868-3575	<b>BUCHHOLZ FEED STORE</b> .....	<b>868-2735</b>
Benik Richard .....	868-3615	<b>BUD'S SUPER SHELL STATION</b> .....	<b>868-3005</b>
		Bullis Everett RFD 1 .....	868-3737

Bundgaard Arne RFD 2	868-4647
Burlingham Harold Mrs RFD 2	868-4795
Burnap Joe RFD 2	868-3885
Burns Darwin RFD 1	868-3862
Burns Lillian Mrs RFD 1	868-3362
Burt William Livestock Breeder RFD 2	868-4271
Button Lucille Mrs	868-2516

## C

Callies George Mrs	868-4221
Cameron Russell RFD 2	868-3868
Campbell H W Mrs	868-2885
Canaday Jess Mrs RFD 2	868-4301
Cancer Society—American	*868-2990
Cap Al RFD 2	868-4658
Carlson Ruben RFD 2 Weyerhauser	868-4184
Carr John Jr RFD 1	868-2961
Carr John "Jack" Sr	868-2782
Carter Stanley	868-3775
Case Lawrence RFD 2	868-2957
Catholic Rectory	*868-3475
Cerra Richard RFD 2	868-4611
Chafer William	868-4762
Chandler Irma Mrs RFD 2	868-4010
Christianson Audie L Jr RFD 1	868-3154
Christianson Donald	868-4075
Church of Christ Parsonage RFD 3 New Auburn	868-4142
<b>CIRCLE J RANCH RFD 2 Ladysmith</b>	<b>868-2723</b>
If No Answer Call	868-2995
Clairmont A L RFD 1	868-2539
Clark William RFD 2	868-4320
Clark Willis RFD 2	868-3738
Clausen Harold RFD 1	868-4003
Clausen Herman	868-3275
Clough Clarence RFD 2	868-3887
Coe David Mrs	868-3915
Coleman Wallace RFD 2	868-3045
Compton Elvira Mrs RFD 2	868-4601
Compton Herbert RFD 2	868-2285
Conover Fred Mrs RFD 2	868-4720
Copas Orville RFD 2 Ladysmith	868-2278
Corderman Alvin RFD 2	868-3932
Cross Harold RFD 1	868-2374
Cross Russell RFD 2	868-3901

## D

Dahl Ronald Pastor	*868-4450
Dahlberg Isabella Mrs	868-2875
Daily Douglas	868-4405
Daily John	868-3415
Daily Vacation Bible School at Imalone RFD 1	*868-2370
<b>DAIRYLAND STATE BANK</b>	<b>868-2175</b>
<b>DALE'S SEPTIC TANK SERVICE RFD 2</b>	<b>868-3947</b>
Daniels Dean RFD 1	868-3106
Daniels Irvin RFD 1	868-2568
Daniels Otel Mrs RFD 1	868-3405
Dappen Glen RFD 2	868-3902
Dauer Carl	868-3693
Daufenbach Carl Mrs RFD 2	868-3890
David Alfred RFD 1	868-3961
Davis Harold R RFD 2	868-3939
Davis Lester Mrs RFD 2	868-4803
Davison O L Mrs	868-3631
Dearhamer Chloe Mrs RFD 2	868-4395
Dearhamer Douglas RFD 1	868-4002
Dearhamer Lloyd RFD 1	868-2530
Dearhamer Ralph RFD 1	868-3967
Debner Michael RFD 1	868-2962

Devine Daniel P RFD 1	868-2161
Devine Thomas RFD 2	868-2330
Dietlein W F RFD 3 New Auburn	868-2141
Dillivan Bernard RFD 1	868-2631
Dillivan Warren RFD 1	868-3988
Doke James	868-4505
<b>DON &amp; JOHNS FARM SUPPLY RFD 1</b>	<b>*868-4175</b>
Or Call	*868-2519
Doorn Louis RFD 1	868-3995
Doorn Robert RFD 1	868-3150
Downs Robert RFD 2	868-4147
Drake Wesley RFD 2	868-4365
Draus John RFD 2	868-3486
Duffey John R Dr cottage RFD 2	868-3938

## E

Effertz John RFD 2 Weyerhauser	868-4182
Effertz Matt RFD 2 Weyerhauser	868-4186
Eidahl Ray	868-2025
Eke Berger RFD 2	868-3945
Engel John J RFD 1 Ladysmith	868-2379
Ensenbach Lester Jr	868-2971
Erdman Terry	868-2791
Erickson Ronald	868-4102
Evenson Ralph	868-3633
Ewald Clayton Transfer	868-3015
Ewald Kenneth	868-2385
Ewald Harold RFD 1	868-3671

## F

Falch David	868-2205
Farmer's Store	868-2125
Fawley Earl RFD 2	868-2288
Federated Church Office & Parsonage	868-3565
Federle Joseph	868-4545
Feller Arnold	868-2940
Feller Robert	868-4485
Felton Trueman RFD 1	868-3611
Fergus Pearl Mrs RFD 2	868-3881
Fetke Henry A Jr RFD 1	868-2564
Fetke Henry H Sr RFD 1	868-2560
Fetting David RFD 1	868-2638
Fetting Edward	868-4465
Fetting Manly RFD 1	868-2320
Figura Machine & Plastic Works	868-2615
Figura Michael RFD 2	868-4886
Figura William RFD 2	868-2476
<b>FIRE CALLS</b>	<b>*868-2345</b>
Fletcher A C RFD 2	868-3335
Fletcher Dale RFD 2	868-3330
Flohr Gust RFD 2	868-3523
Frank & Nell's Resort RFD 2	868-2338
Frank's Bait Shop RFD 1	*868-2529
Frenzel George RFD 1	868-2522
Frisinger Beryl Mrs RFD 1	868-2438
Frisinger Wallace RFD 1	868-2439
Fryzstak Frances Mrs RFD 2	868-4171
Fuglsang John	868-2762
Fults Harold RFD 2	868-2280
Funk Blanche Mrs RFD 2	868-4805

## G

<b>GAMBLE STORE</b>	<b>868-2065</b>
Gapinski Stanley RFD 1	868-2523
Gauthier Henry RFD 3 New Auburn	868-4141
Gavin Daniel E Jr	868-2391
Gavin Genevieve Mrs RFD 2	868-4162



Geisler Jacob RFD 2	868-4198	Hendricks Chris	868-3465
Geraghty C E	868-2491	Cottage RFD 2	868-4014
Gerken Kurt Sr RFD 2	868-3641	Hendricks Leonard "Chick"	868-3495
Giguera George RFD 2	868-4253	Hendron James RFD 2	868-4011
Gillett Clair Mrs RFD 2	868-4146	Herman Earl RFD 2	868-3884
Gleason George Rev	*868-3475	Hess Albert	868-2842
Glottfely Herman RFD 2	*868-2287	Hess Elizabeth Mrs RFD 2	868-4616
Gochee Ed RFD 1	868-3990	Hilten Lester RFD 1	868-2433
Goetzke Jon RFD 2	868-4015	Hinaus Earl Mrs	868-3725
Goff Earl RFD 2	868-3875	Hinaus Owen	868-2746
Goff Fred	868-3265	Hite Robert RFD 3 New Auburn	*868-2576
Goff Herbert RFD 2	868-2472	Hoelt Bernard RFD 1	868-3993
Goff James RFD 2	868-3665	Hoelt Edward RFD 1	868-2527
Gohde Lewis RFD 2	868-4727	Hoelt Frank RFD 1	868-2529
Goin Gene RFD 1	868-2633	Hoffelt Edmund RFD 1	868-4005
Goins Agnes Mrs RFD 2	868-4341	Holberg Ed Mrs	868-3672
Gordon Ferguson Manufacturing Co		Holly Frank Mrs RFD 2 Ladysmith	868-2726
Sewing Room	868-2605	Holman Darrell	868-2382
Gordon Herbert RFD 1	868-2831	Holmes William RFD 2	868-2405
Gorski Jack RFD 2	868-4728	Host Bernard RFD 2	868-4615
Gough Richard RFD 1	868-2436	House Gilbert	868-3771
Granger Herschel RFD 2	868-3870	Housing Authority of the Village of Bruce	
Granger Ramon RFD 1	868-3960	Office of Executive Director	*868-4731
Graves Floyd RFD 1	868-2431	Residence of Executive Director	*868-3235
Graves James	868-4785	Hughes John W RFD 2	868-2893
Graves Sydney RFD 1	868-3151	Huiras Paul RFD 2	868-2958
Green Acres Resort RFD 3 New Auburn	868-2576	Huml Louis	868-4235
Grensing Carl RFD 2	868-3483	Huntington Ed RFD 2	868-3647
Grensing Walter RFD 2	868-2363		
Grieve Alvera Mrs RFD 2	868-2362		
Grubb Albert RFD 1	868-2521		
Gudis Charles RFD 2	868-3878		
Gudis James RFD 2 Ladysmith	868-2272		
Gudis John RFD 1	868-2324		
Guest James RFD 2	868-4650		
Gundt Everett RFD 2	868-2675		
Gunn Frank Mrs RFD 3 New Auburn	868-4086		

## H

Hagerty G A atty	868-2645
Residence	868-2775
Hajny Frank RFD 1	868-3957
Hallum B C RFD 3 New Auburn	868-4084
Hamilton Elmer Mrs	868-2781
Hansen N Y	868-2785
Hanson Alvin RFD 2	868-4683
<b>HANSON BENNIE MONUMENTS &amp; MARKERS</b>	
RFD 2	<b>868-3930</b>
Hanson Richard RFD 2	868-4685
Harris Larry RFD 1	868-2635
Harris Martha Mrs RFD 2	868-2406
Hartinger George RFD 2	868-2361
Harvey Allie Mrs	868-3195
Harvey Bill	868-3845
Harvey Carolyn Mrs RFD 1	868-2165
Haskins Robert RFD 2	868-2303
Hatch Arnold RFD 2	868-2892
Hause Lloyd	868-2262
Hawley Myron	868-2255
Hayden Dale RFD 1	868-2551
Hayden Lynn RFD 1	868-2163
Hayden Olga Mrs RFD 2	868-2552
Heath Sherman RFD 1	868-2432
<b>HEIN IMPLEMENT CO</b>	<b>868-2455</b>
Heintz James L RFD 2	868-3643
Heintz Mike RFD 1	868-4006
<b>HELMER IMPLEMENT CO RFD 1</b>	<b>868-3305</b>
Helmer John RFD 1	868-3300
Hemphill Arnold	868-3145
Hemphill Fay Radiator Service	868-3215
Hemphill William RFD 2	868-2302
<b>HENDRICKS BROS AUTO SALES</b>	<b>868-2095</b>

## I

Imalone Bible Church RFD 1	868-2370
Imalone Tavern RFD 1	868-2374
<b>INDIANHEAD INDUSTRIES RFD 2</b>	<b>868-3645</b>
Island Lake Church of Christ	
RFD 3 New Auburn	*868-4142
<b>ISLAND LAKE RESORT RFD 3 New Auburn</b>	<b>868-2571</b>
Iverson Genevieve Mrs RFD 2	868-2845
Iverson William RFD 2	868-3135

## J

Jacobson Edward M Dr optometrist	
Office 122½ N Main	Rice Lake 715-234-3113
Jaenke Arthur & Otto RFD 2	*868-4016
Jafolla Dorothy Mrs RFD 2	868-3642
Janikowski Stanley Mrs RFD 3 New Auburn	868-2480
Janoszek Joe RFD 2	868-3458
Janowski George RFD 2	868-4275
Jenkins Ralph D	868-3345
Jenson Jenny Mrs RFD 2	868-2300
Jerry's Log Bar	868-4635
Johnson Albert C RFD 2	868-2412
Johnson Forest RFD 2 Weyerhaeuser	868-2535
Johnson Helen & Ruth RFD 2	868-3456
Johnson James RFD 1	868-2920
Johnson Janet	868-2871
Johnson John Alfred RFD 2 Ladysmith	868-2725
Johnson Luella RFD 2	868-3648
Johnson Lynn	868-2413
Johnson Michael RFD 2	868-3893
Johnson Oscar trucker	868-2925
Johnson Robert RFD 3 New Auburn	868-2483
Johnson Vernon RFD 1	868-3972
Joiner Duane	868-2394
Jones Ronald RFD 2	868-4250
Joyner Allen RFD 1	868-3735
Joyner Elmer RFD 1	868-2531
Joyner Michael RFD 1	868-3153
Justus John RFD 2	868-4643

## K

Kahn Frank RFD 2	868-4722
Kaiser Dewey	868-3391
Kaitul Julian P RFD 2	868-3940
Karis Ernest	868-2841
Karpuleon Leroy RFD 2	868-2955
Kavicky Stephen RFD 2	868-4012
Keeley Lillian RFD 2	*868-3936
Keith Edgar RFD 2	868-2673
Keith John RFD 2	868-2306
Keith Rodney	868-3765
Insurance	*868-3545
Kelley J O RFD 1	868-2832
Kelley Jack RFD 1	868-2373
Kernwein Al RFD 2	868-3942
Kinnear Earl RFD 2	868-4646
Kisling Allen	868-3361
Kisling Clara Mrs	868-3261
Kitzrow Donna RFD 1	868-2518
Klaar Otto RFD 3 New Auburn	868-2486
Klarkowski Ambrose	868-2913
Klein Maurice RFD 1	868-3325
Klund Harlow RFD 2	868-3646
Knudson Radio & TV Service RFD 2	868-4555
Kohler Leslie RFD 1	868-3781
Kolek Robert RFD 2	868-4656
Kolzow Arnold	
Village Res	868-2263
Cottage RFD 3 New Auburn	*868-2575
<b>KOLZOW KOZY KOTTAGES</b>	
RFD 3 New Auburn	868-2575
Kopras Edmund	868-3701
Kosnak Si RFD 2 Weyerhauser	868-4181
Kostick Alois	868-4595
Kovacevich John	868-3715
Kovacevich Nick RFD 2	868-3863
<b>KOZEL'S FIRESIDE LODGE RFD 3 New Auburn</b>	<b>868-4085</b>
Kraeuche George RFD 1	868-3987
Krahenbuhl Lina	868-4811
Kraft Shop RFD 3 New Auburn	868-4148
Kramer Allen RFD 3 New Auburn	868-2577
Kramer Harold RFD 3 New Auburn	868-2487
Kramer Raymond RFD 2	868-3931
Kramer Robert RFD 2	868-2355
Kramer Vernon RFD 3 New Auburn	868-2488
Krebs Rudolph Mrs RFD 1	868-2164
Krzyzaniak Leo RFD 2 Weyerhauser	868-4187

## L

LaBlonde E C RFD 2	868-3943
LaBrie Adolph RFD 2	868-4686
<b>LADYSMITH FLOWER SHOP &amp; GREENHOUSE</b>	
909 1st S. _____ Ladysmith	<b>532-6070</b>
(Long Distance Charge Applies)	
If No Answer Call _____ Ladysmith	532-3062
(Long Distance Charge Applies)	
Lahr Duane RFD 1	868-3108
<b>LAKE SUPERIOR DISTRICT POWER COMPANY</b>	
Business Office _____ Ladysmith	<b>532-6226</b>
After Office Hours Call _____	532-4636
(Long Distance Charge Applies)	
Thornapple Plant	868-2366
Lalan Jack Mrs RFD 1	868-3185
Lambert Dale RFD 2	*868-3947
Lancaster J L Col RFD 2 Ladysmith	868-3896
Langhoff Del RFD 1	*868-3581
LaPorte Ray A RFD 2	868-4771
Larson Minnie Mrs RFD 1	868-3101
Leatherman Irvin RFD 2 Weyerhauser	868-3951
Leatherman Walter	868-3225
Le Blond Clara S RFD 2	868-4300

Lee Joseph B Mrs RFD 2	868-3873
Lehman LaVerne RFD 2	868-3929
Leon's Texaco	868-3125
Lepley Lynn RFD 1	868-4001
Lepley Robert	868-2825
Liazuk Dean	868-3815
Lincoln Vernon RFD 1	868-3983
Lindau David	868-3075
Lockwood DeWitt W RFD 3 New Auburn	*868-4148
Lone Pine Lodge RFD 2	868-3450
Long Elmer	868-4563
Loomis Gary RFD 2	868-4918
Loomis Seth RFD 1 Ladysmith	868-3599
Lorenz W F RFD 2	868-3880
Loux Henry Mrs	868-2873
Lowery Doyle RFD 3 New Auburn	868-4145
Lowman Della Mrs RFD 2	868-4355
Lundgren Axel RFD 1	868-3999
Lysdahl F W RFD 2	868-4255
Lysdahl Kenneth	868-4715

## M

MacArthur Hotel	868-2625
MacArthur Julia Mrs	868-2395
MacArthur Lyall RFD 1	*868-3961
Maday Theodore RFD 1 Ladysmith	868-3595
<b>MADDOCKS' DRUG STORE</b>	<b>868-2805</b>
Maddocks Raymond	868-3681
Madison Jerry M RFD 2	868-3455
Mahoney Basil farm eqpmnt RFD 2	868-3935
Malaise Clayton	868-4035
Malaise Donald	868-4971
Manderfeld Ed RFD 2	868-2471
<b>MANOSKY DAVID J tel co mgr ofc</b>	<b>868-2995</b>
Residence	868-4095
Mansky Roman RFD 1	868-3157
Martin Gerald M RFD 2	868-2337
Martin LeVerne RFD 2	868-3924
Martindale Donald RFD 2	868-2286
Martindale Harold RFD 2	868-4885
Martindale Robert RFD 2	868-3886
Martindale Terry RFD 2	868-4881
Martindale Walter Mrs	868-2441
Martindale's 40 & 8 Drive-In	868-4525
Mason Gilbert Mrs RFD 3 New Auburn	868-2143
Massey William F RFD 2	*868-2336
Matczak Jerome RFD 1	868-3981
Mattison Glenn RFD 1	868-3107
Mattison Lew RFD 1	868-3105
Mattison Richard RFD 1	868-3973
Mayer Neil RFD 1	868-3965
Maynard Wilma Mrs RFD 2	868-4149
Mayou Carl RFD 2 Ladysmith	868-2722
McCann Allen RFD 1	868-3861
McCracken Harold Mrs RFD 3 New Auburn	868-2485
McCracken Sam & Vern RFD 3 New Auburn	868-2142
McCrackin Ernest RFD 3 New Auburn	*868-2571
McCrillis John H RFD 2	868-3451
<b>MCDONALD'S CAFE &amp; TRUCK STOP Hwy 8 W</b>	<b>868-9245</b>
McDougall William B	868-3533
McEathron Donald RFD 2	868-4191
<b>McELRAVY-GEIER FUNERAL HOME INC</b>	
120 Fritz av E _____ Ladysmith	<b>532-3744</b>
(Long Distance Charge Applies)	
McGinnis Chester RFD 1	868-2562
McHugh York RFD 2	868-4278
McIntyre Earl J RFD 2 Ladysmith	868-2273
McLean John RFD 2	868-4345
McManus James A RFD 3 Ladysmith	868-2368
Mead Ben	868-2811
Mead Earl RFD 1	868-2328
Meier Edward RFD 2	868-4251

Meisegeier David RFD 2	868-4299	Oleson Grace Mrs	868-3263
Meisegeier Edward Dairy Products RFD 2	868-4645	Oleson Orville RFD 2	868-4290
Melody Bar	868-4065	Olson David	868-4585
Meredyk William RFD 2	868-2951	Olson Freebert RFD 1	868-2435
Mikes' Island Lake Tavern & Store		Olson Ingvald Robert RFD 1	868-3158
RFD 3 New Auburn	*868-2570	Olson Oscar J	868-3521
Mikunda John	868-3855	Olson Quentin RFD 2	868-3974
Miles Stephen J RFD 2	868-4017	Ottum Duane RFD 2	868-2905
Miller Ernest RFD 2 Ladysmith	868-2276	Overdier Edgar D RFD 2 Ladysmith	868-2271
Miller John	868-4135		
Milutinovich Milo	868-3515		
Miniatt E L Jr RFD 1	868-2837		
Minatt E R Sr RFD 1	868-2836		
MINCOFF MEAT MARKET Conrath	532-5063		
MIRR FUNERAL HOME	868-4155		
If No Answer Call Collect	Ladysmith 532-5420		
Mirr Ralph Children's Telephone	868-4675		
Mitchell Allen RFD 1	*868-2370		
Mizener Elzie RFD 1	868-3795		
Moberg William Leonard	868-4245		
Moon Howard	868-3090		
Moon Lowell R	868-4845		
Moon Nyle	868-3055		
MOON OIL COMPANY	868-3095		
Mooney John T RFD 2	868-2896		
Moon's Texaco Service	*868-3095		
MOORE CLIFFORD trucker	868-4045		
Moore Seth RFD 1	868-3962		
Moore Stanley R Jr RFD 1	868-3733		
Moore Stanley Sr RFD 1	868-2556		
Morrisette Clara L Mrs RFD 2	868-4330		
Morton Glenn A	868-4231		
Moser Orval	868-2843		
Murray Earl RFD 1	868-3673		

## P

Paddock Lawrence "Jack" RFD 1	868-3978
Parksite Homes	*868-4731
If No Answer Call	*868-3235
Peavey Harold RFD 2	868-3453
Peck Alvin	868-2795
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Pinnow Kenneth RFD 2	868-2369
Plaszcz Frank RFD 2	868-3485

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If No Answer Call	*868-2185
Post Office	*868-4215
Powell James M RFD 2	868-4652
Powell Roy RFD 2	868-3481
Powers Duane RFD 2	868-4648
Powers Pat RFD 3 New Auburn	868-4081
Ptacek Frank RFD 2	868-2898

## Q

Quade Donald RFD 1	868-2515
Quinn Albert	868-3280
Quinn Larry RFD 2	868-4641
QUINN OIL CO	868-3285

## R

Nachtwey W J Mrs RFD 1	868-3955
NANCY'S BOUTIQUE SALON RFD 2	868-4913
Nathaniel Lutheran Church	868-4455
Parsonage	868-4450
Neisler George RFD 2	868-4883
Nelson Elmer RFD 1	868-3104
Nelson Gilbert RFD 2 Ladysmith	868-4512
Nelson Larry RFD 1	*868-3104
Nelson Mary Mrs	868-2862
Nelson Morris Mrs RFD 2 Ladysmith	868-4515
Nelson Russell Mrs	868-4755
Nelson Wayne RFD 2	868-2132
Nette Gertrude Mrs RFD 2	868-4016
Nielsen Charles RFD 1 Ladysmith	868-3592
Nielsen Philip RFD 1 Ladysmith	868-3591
Nielsen Viggio RFD 2	868-3452
Noha Marvin	868-2765
Noller John	868-2411
Norrish Frank & Nell's Resort RFD 2	*868-2338
North Star Dairy	868-2295
Northwest Mink Ranches Inc RFD 1	868-3581
If No Answer Call	868-3580
NORTHWESTERN LOAN CORP	
Loan Office	868-3385
General Office	868-4625
Novak Ray	868-3691
Novander Fern Mrs	868-4905

## O

O'Brien James RFD 1	868-3989
Olesiak Walter RFD 1	868-2536
Oleson Edward	868-2761

Rabus Walter RFD 2	868-2897
Cottage RFD 2	868-3459
Radka Walter J RFD 1 Ladysmith	868-3597
Ramsey John W	868-2855
Rasmussen Lyle RFD 1	868-2510
Rayment C A RFD 2	868-4651
RAY'S FAIRWAY STORE	868-2075
Reichel Andy RFD 1	868-2639
Reichel Clayton RFD 1	868-2528
Reichel George RFD 1	868-2630
Reichel Henry RFD 1	868-2636
Reichel Mary Mrs RFD 2	868-4362
Reiherzer James horse breedrs	
RFD 2 Ladysmith	*868-2723
If No Answer Call	868-2995
Rethwisch Harold	868-4663
Richardson Mark RFD 2	868-3928
Robinson Charles RFD 1 Ladysmith	868-3596

Robinson Jerome RFD 1 Ladysmith	868-3593
Ronkowski Erich	868-3065
Root Ross Mrs	868-3201
Rucker Earl RFD 3 Ladysmith	868-2360
Ruff E F RFD 2	868-3454
Ruff Frank	868-2685
Rurup Francis RFD 2	868-3946
Ryall Arthur RFD 1	868-2835
Ryall Ike RFD 1	868-2830

## S

Sabye Arthur RFD 3 New Auburn	868-2482
St John Norma Mrs RFD 3 New Auburn	868-4140
St Louis Maurice Mrs	868-2865
St Mary's Catholic Church	*868-3475
Rectory	868-3475
Sam's Sporting Goods Store	868-4435
Sauer Donald Mrs	868-3295
Scheel Carl RFD 1 Ladysmith	868-3598
Schiessl Adam RFD 2	868-3883
Schillinger Ernest RFD 2	868-3921
Schloe Linda Mrs RFD 2	868-3876
Schmidt William	868-3675
Schmitz Henry RFD 1	868-4000
Schneidewent Juna RFD 2	868-4610
Schott Alex RFD 1	868-2526
Schroeder Alfred RFD 2	868-2301
Schroeder Irvin	868-2935
Schultz E H dentist RFD 1	868-2985
Schultz Elizabeth	868-4285
Schultz Robert	868-2665
Schwartz Frank J RFD 2	868-4013
Schweigert Gerald RFD 2	868-2891
Scoles Jack Mrs RFD 1	868-3997
Scoles Lloyd RFD 1	868-3976
Scoles Vincent RFD 1	868-3994
Scott Basil RFD 1	868-2838
Sealander Edward RFD 2	868-2474
Seibel Marvin	868-4835
Selinske Edward	868-4205
Serley Ida	868-4995
Shearman Gladys RFD 1	868-3980
Sheffield James RFD 2	868-4729
Sheffield Richard RFD 2	868-2672
Shimko Arthur Bill RFD 1	868-2524
Shimko Martin RFD 3 Ladysmith	*868-2366
Shock Zoe Mrs RFD 2	868-2671
Shyldowski Tony RFD 2	868-3933
Sieck Jens RFD 1	868-3971
Siegerdt Robert RFD 2	868-4726
Siglin Jack	868-3825
Sillman Richard RFD 1	868-2566
Silvernail Raymond RFD 3 New Auburn	868-4083
Simpson Earl RFD 1	868-2533
Simpson William	868-3635
Sims Archie	868-4535
Siverling Gerald	868-2863
Skogen Eldon	868-3755
Slater Guy Mrs	868-2763
Sleider Vincent RFD 1	868-3984
Slesar E J RFD 2	868-4291
Smith David	868-3745
Smith Gilbert RFD 2	868-3888
Smith Hugh RFD 2	868-4612
Smith John E RFD 1	868-2519
Sobkoviak Joseph Mrs	868-2881
Sommers Douglas	868-3315
Soo Line Depot	868-2085
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Dial "Operator" and ask for	Enterprise 1957
Sorensen Arlen RFD 2	868-2956
Sorensen Hans C	868-2682
Sorensen Maurice RFD 2	868-2408

Sorensen Rose Mrs	868-2872
Sorensen Blanche Mrs RFD 2	868-4382
Sorenson Bud	868-3634
Sorenson Ira RFD 1	868-2833
Spears Ernest	868-3835
Spoolhoff Rense	868-3262
Spoolhoof Case	868-2932
Srnek James RFD 2	868-4861
Stahmann L E Mrs	868-2105
STANDARD OIL CO	*868-2750
Stanley Neil RFD 2	868-4295
Stefczak Edmund RFD 2	868-2138
STEFFEK MIKE TAVERN & STORE	
RFD 3 New Auburn	868-2570
STEBBERGERS SUNNY SLOPE RESORT RFD 2	868-2134
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Straight Arnold RFD 1	868-3996
Stratton Harold RFD 3 New Auburn	868-2572
Stromberg Raymond RFD 1	868-3970
STROUT REALTY RFD 3 Ladysmith	868-2365
Sutton Vernon C	868-2013
Svoma James E	868-2933
Svoma James P RFD 1	868-3952
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Swaney John RFD 2 Weyerhauser	868-4185
Swanson Carl Mrs	868-3692
Swanson Melvin	868-3425
Swanson P C RFD 2	868-2135
Sweet Edna Mrs RFD 2 Ladysmith	*868-3892
Szafrańiec Joseph RFD 3 New Auburn	868-4082
Szura Stanley RFD 3 New Auburn	868-4087

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Tangen Charles RFD 2	868-4270
Tatro Dorothea Mrs	868-2715
Tatro Guy C	868-2861
Tatro Merwyn	868-4212
Taylor Larry	868-4165
Taylor Roger RFD 2	868-4257
Taylor's Amacoy Lake Resort RFD 2	868-2139
Templeton L W RFD 1	868-3156
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Thaler Calvin RFD 1	868-2537
Thaler Robert RFD 1	868-2371
Thiess Carol Mrs	868-4782
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Tomasovich Louis RFD 2 Ladysmith	868-2727
Tomczak George C RFD 2	868-2952
Towers Caryl Todd	868-2035
Towers Claire B	868-2755
Towers Gilbert RFD 1	868-3860
Towers Roland	868-2750
Traczyk Martha Mrs RFD 2	868-4273
Trebian Arthur Mrs	868-4565

Tretz Sam .....	868-2595	Westlund Kenneth RFD 1 .....	868-4475
Triplett Archie RFD 1 .....	868-2327	Whalen Linda .....	868-4875
Triplett Ralph RFD 1 .....	868-2322	<b>WHALEN M L DR</b> physician ofc .....	<b>868-2425</b>
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Trott Richard RFD 3 Ladysmith .....	868-2720	White Archie RFD 2 Ladysmith .....	868-3897
Twomey Mickey RFD 2 .....	868-4867	Wichman Henry RFD 2 .....	868-4385

## U

Urmanski Frank RFD 2 .....	868-2281
Utter Donald .....	868-4895

## V

Valiquette Victor A .....	868-2695	Wilson L E RFD 2 Ladysmith .....	868-2277
Van Soelen John RFD 2 .....	868-2950	Wilson Milton RFD 2 .....	868-4617
Van Soelen Ora Mrs RFD 2 .....	868-4815	Wilson Minnie Mrs .....	868-4705
Vander Ark Corwin RFD 2 .....	868-4657	Wilson Vern RFD 2 .....	868-4350
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Residence .....	868-3655	Wisherd Ivan RFD 2 .....	868-4681
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Villager The .....	868-3555	Wood Bernard RFD 3 New Auburn .....	868-2145
Voss Louis RFD 2 .....	868-2404	Wood Harold .....	868-2853
Votruba Joe Wagon Wheel Tavern RFD 1 .....	*868-2376	Woodmansee George .....	868-3165
Yought Frank RFD 1 .....	868-2321	Woodmansee Herbert Mrs .....	868-2315
Vreeland Frank RFD 1 .....	868-4482	Woodmansee Robert .....	868-2655
Vreeland Leon .....	868-2915	Woodmansee Roderick .....	868-3245
Vreeland L E RFD 1 .....	868-2565	Worrall Donald E Mrs RFD 1 .....	868-3968
Vreeland Pearl RFD 1 .....	868-2567	Wright Ivan Mrs RFD 1 .....	868-4004

## W

Wagon Wheel at Imalone RFD 1 .....	868-2376
Waite Joe .....	868-2882
Waite Lloyd .....	868-2912
Walker C V .....	868-2545
Walker William RFD 2 .....	868-4272
Wallace Edna Mrs RFD 1 .....	868-4712
Walters Darrell RFD 1 .....	868-3958
<b>WATKINS PRODUCTS DEALER RFD 1 .....</b>	<b>*868-4004</b>
Weinberg Earl RFD 2 .....	868-3922
Weinert Conrad Jr RFD 2 Weyerhauser .....	868-4180
Weinert Erich RFD 2 .....	868-2401
Weinert Walter RFD 1 .....	868-2538
Weinert Karsten RFD 1 .....	868-3977
Weinert Konrad RFD 1 .....	868-3979
Weld Clifton Mrs RFD 2 .....	868-2558
Weld Warren Mrs RFD 2 .....	868-4790
Wesolowski Ted RFD 2 .....	868-2364
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Wester Clair RFD 2 .....	868-4018
Wester Gerald RFD 1 .....	868-3956
Wester Ronald RFD 2 Ladysmith .....	868-2270

## Y

Young Ida Mrs .....	868-3705
Young Nora Mrs .....	868-4021
Yuker William RFD 2 .....	868-3874

## Z

Zebro Albert .....	868-3035
Zebro Robert RFD 1 .....	868-3867
Zehner Howard .....	868-3695
Zehner Ray rl est RFD 3 Ladysmith .....	*868-2365
Zelm Arnold RFD 2 Ladysmith .....	868-4518
Zeman Wilfred RFD 2 .....	868-4725
Zielke Henry .....	868-2442
Zielke Robert .....	868-3230
Zietz Ervin RFD 1 .....	868-2637
Zimmerman Andrew .....	
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(See Advertisement This Classification)

Hendricks Bros Auto Sales ..... 868-2095

Vierck's Jack Body Shop ..... 868-3625

## Automobile Brake Service

see Brake Service

## Automobile Dealers—New Cars

### AMERICAN MOTORS SALES & SERVICE

AMBASSADOR

JAVELIN

HORNET

REBEL

AMX



"WHERE TO BUY THEM"

AUTHORIZED DEALER

**HENDRICKS BROS AUTO SALES**

Hwy 40 Main st..... 868-2095

(Continued Next Page)

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

# HANSON'S BODY & FENDER SHOP

IF YOU HAVE AN ACCIDENT

You Do Not Have to Have Your Repair  
Work Done By a Body Shop Selected By  
Some Insurance Company  
Simply Because of Lower Prices



THE WISCONSIN INSURANCE DEPARTMENT

SAYS IT IS CLEARLY THE ABSOLUTE RIGHT OF EVERY CLAIMANT TO TAKE  
HIS CAR TO ANY REPAIR SHOP OF HIS CHOICE

GLASS WORK-FRONT END ALIGNMENT

24 HR.  
WRECKER  
SERVICE

**532-5282**

If No Answer Call 532-3247

24 HR.  
WRECKER  
SERVICE

108 W. 3rd St. N.

Ladysmith

**Automobile Dealers—New Cars—(cont'd)**

**CADILLAC SALES & SERVICE**

"STANDARD  
OF THE  
WORLD"



"WHERE TO BUY IT"  
DEALER

Ray Droege Pontiac  
Edgewood av \_\_\_\_\_ Ladysmith 532-6211

**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

Hendricks Bros Auto Sales \_\_\_\_\_ 868-2095  
(See Advertisement This Classification)

**JEEP VEHICLE SALES & SERVICE**

4-WHEEL DRIVE VEHICLES

- 'Jeep' Wagoneer
  - 'Jeep' Universal
  - 'Jeep' Gladiator Trucks
  - 'Jeepster Commando' Vehicles
  - Authorized Service and Approved Parts
  - Marine & Industrial Engine Parts
- MADE ONLY BY KAISER Jeep CORPORATION



"WHERE TO BUY THEM"

DEALER

Ritchie Motor Service  
1633 Superior \_\_\_\_\_ Cumberland 822-3841

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.

**HENDRICKS BROS.  
AUTO SALES**

YOUR COUNTY  
LINCOLN — MERCURY  
RAMBLER — RENAULT  
INTERNATIONAL TRUCK DEALER  
SAFE-BUY USED CARS

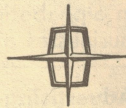
**868-2095** Nights 868-3495

GENERAL REPAIR ON ALL MAKES OF CARS  
AUTO BODY REPAIR & PAINTING  
BRUCE, WISCONSIN

**Automobile Dealers—New Cars—(cont'd)**

**LINCOLN CONTINENTAL**

LINCOLN CONTINENTAL  
AND  
CONTINENTAL MARK III



"WHERE TO BUY THEM"

HENDRICKS BROS AUTO SALES  
Hwy 40 Main st. \_\_\_\_\_ 868-2095

**MERCURY SALES AND SERVICE**

- MARQUIS
- MARAUDER
- MONTEREY
- COUGAR
- MONTEGO
- CYCLONE



"WHERE TO BUY THEM"

HENDRICKS BROS AUTO SALES  
Hwy 40 Main st. \_\_\_\_\_ 868-2095

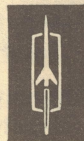
**OLDSMOBILE SALES & SERVICE**

OLDSMOBILE . . .

YOUR ESCAPE

FROM THE

ORDINARY!



"WHERE TO CALL"

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

**PONTIAC-TEMPEST-FIREBIRD-  
SALES & SERVICE**

Quick, young and full of fun. This is the way it's going to be. Drive a Pontiac Bonneville, Grand Prix, Executive, Catalina, GTO, LeMans Sport, LeMans, Tempest or Firebird. Today.



"WHERE TO BUY THEM"

Ray Droege Pontiac  
Edgewood av \_\_\_\_\_ Ladysmith 532-6211

**RENAULT**

AUTHORIZED

SALES

SERVICE

PARTS



DEALER

HENDRICKS BROS AUTO SALES  
Hwy 40 Main st. \_\_\_\_\_ 868-2095

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



**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 Radiators**

see Radiators—Automotive

**Automobile Repairing & Service**

Aamco Automatic Transmissions  
Hwy 53 \_\_\_\_\_ Eau Claire 715-834-6666  
(See Advertisement This Classification)

**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

**Automobile Towing Service**

see Towing—Automotive

**Bait—Live**

see Fishing Bait

**Banks**

Dairyland State Bank \_\_\_\_\_ 868-2175  
PIONEER NATIONAL BANK  
200 Miner av W \_\_\_\_\_ Ladysmith 532-5551

**Beauty Salons**

**ARDY'S BEAUTY SALON**

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

**DORIS ANN BEAUTY SALON**

A COMPLETE BEAUTY SERVICE

Specialists In  
PERMANENT WAVES  
HAIR CUTTING  
Wigs & Hair Pieces

Open Thursday Evenings

107 Miner av W Ladysmith.....532-5144

**KUT 'N KURL BEAUTY SALON**

111 W 2nd S \_\_\_\_\_ Ladysmith 532-6282

**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.....868-4913

**Beauty Salons—(cont'd)**

**NU MODE BEAUTY SALON**

114 W 2nd N \_\_\_\_\_ Ladysmith 532-3771

**Blacksmiths**

Bruce Blacksmith Shop RFD 1 \_\_\_\_\_ 868-4175

**Blades—Saws**

see Saws

**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**

*Builders Of Vacation Property  
& Resorts*

General Contractors

Residence & Commercial

We Cover The Indianhead  
Country

*Bob & Dennis Barron*

R 2 Bruce.....868-3645

**WORLD'S LARGEST  
AUTOMATIC TRANSMISSION  
SPECIALISTS**



**1 DAY SERVICE  
E-Z TERMS  
FREE ROAD TEST**

EAU CLAIRE  
**834-6666**

CENTRALLY LOCATED BETWEEN  
EAU CLAIRE AND CHIPPEWA FALLS  
ROUTE 1 AT HY. 53 ACROSS FROM  
SUBURBAN CHRYSLER PLYMOUTH

**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
- Live Entertainment

**Building Materials**

WALTERS BUILDING

SUPPLY ..... Radisson 945-2381

**Cafes**

see Restaurants

**Carpet & Rug Dealers—New**

INDIANHEAD CARPET CO

Carpet - Linoleum - Ceramic - Counter  
 Top - Hoover Vacuum & Repair  
 Carpet & Furniture Cleaning  
 Our Own Professional Service  
*Merlin G. Vought - Owner*  
 By Golf Course

Barron ..... 537-3209

## LARSON'S FLOOR COVERING

Complete Sales &amp; Installation

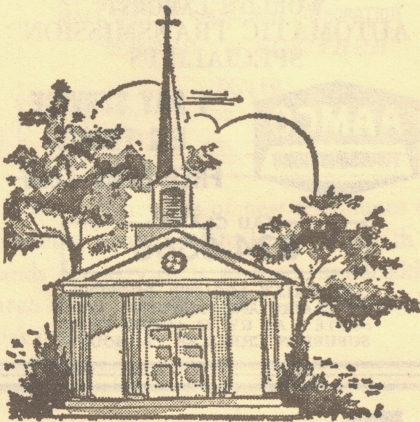
- Carpets
- Drapes
- Linoleum
- Paint



MAGIC CARPET SERVICE

532-3070

Materials On Display In Our Showroom  
*Over 25 Years Experience*  
 108 W 2 S 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.

**Carpet & Rug Dealers—New—(cont'd)**

LARSON'S FLOOR COVERING

108 W 2nd S ..... Ladysmith 532-3070  
(See Advertisement This Classification)**Castings—Machining**

see Machine Shops

**Chain Saws**

see Saws

**Chiropractors**

FENANDER A V

206 W 2nd N ..... Ladysmith 532-6011

**Churches**

Church of Christ Parsonage  
 RFD 3 New Auburn ..... 868-4142  
 Federated Church  
 Office & Parsonage ..... 868-3565  
 Imalone Bible Church RFD 1 ..... 868-2370  
 Island Lake Church of Christ  
 RFD 3 New Auburn ..... \*868-4142  
 Nathaniel Lutheran Church ..... 868-4455  
 Parsonage ..... 868-4450  
 St Mary's Catholic Church ..... 868-3475  
 Rectory ..... \*868-3475

**Cleaners**

Peter Pan Cleaners ..... 868-3355

**Clothing—Men's**

see Men's Clothing &amp; Furnishings—Retail

**Clothing—Women's**

see Women's Apparel—Retail

**Concrete Products**

FEHR CONCRETE PRODUCTS INC

CONCRETE and AGLITE BLOCK  
 DRY WELL BLOCK and COVERS

Call Your Local Building  
 Materials Dealer for Information or

CALL  
 20 W Bracklin Rice Lake ..... 234-8144

**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 Products—Whse**

Meiseger Edward Dairy Products

RFD 2 ..... 868-4645

North Star Dairy ..... 868-2295

**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 Al W  
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

**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

**Electric Heating Contractors**

see Heating Contractors

**Engines—Gasoline**

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

Precision Built Long Life Engines  
2-14 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

**Excavating Contractors**

Bruce Pump & Trenching RFD 2 \_\_\_\_\_ 868-2287

**Eyeglasses**

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

**Farm Equipment**

BRUCE BLACKSMITH SHOP

BLACKSMITH SHOP

RFD 1 Bruce \_\_\_\_\_ 868-4175

**Farm Equipment—(cont'd)**

Hein Implement Co \_\_\_\_\_ 868-2455  
HELMER IMPLEMENT CO RFD 1 \_\_\_\_\_ 868-3305  
Mahoney Basil RFD 2 \_\_\_\_\_ 868-3935

**Feed Dealers**

Buchholz Feed Store \_\_\_\_\_ 868-2735  
FARMERS UNION FEED STORE  
200 Worden av W \_\_\_\_\_ Ladysmith 532-3993  
(See Advertisement This Classification)

**Filling Stations**

see Service Stations—Gasoline & Oil

**Fishing Bait**

Frank's Bait Shop RFD 1 \_\_\_\_\_ 868-2529

**Florists—Retail**

LADYSMITH FLOWER SHOP & GREENHOUSE  
909 1st S \_\_\_\_\_ Ladysmith 532-6070  
If No Answer Call \_\_\_\_\_ Ladysmith 532-3062

**Foreign Cars**

see Automobile Dealers headings

**Forgings—Machining**

see Machine Shops

**Funeral Directors**

McELRAVY-GEIER FUNERAL HOME INC  
Reverse Charges Accepted  
120 Fritz av E \_\_\_\_\_ Ladysmith 532-3744  
(See Advertisement This Classification)  
*(Continued Next Page)*

**FARMERS UNION  
FEED STORE**

- FEEDS
- SEEDS
- FERTILIZERS



Fuel Oil and L P Gas

**532-3993**  
or 532-5757

200 Worden Ave. W. \_\_\_\_\_ Ladysmith

**McELRAVY-GEIER  
FUNERAL HOME, INC.**



• Phone •  
**532-3744**

Reverse Charges

120 Fritz Ave., E.

Ladysmith, Wis.

**Funeral Directors—(cont'd)**

**MIRR FUNERAL HOME**

Telephone Answered Day or Nite

*"Office & Residence"*

AMBULANCE AVAILABLE

Ralph B. and Margaret Mirr

Bruce ..... 868-4155  
 If no answer call..... 532-5420

SAVE TIME — TELEPHONE.

*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  
 353-2101 or 353-4126

**BRUCE  
 HARDWARE**



- COMPLETE GENERAL HARDWARE
- SPORTING GOODS
- SURGE SUPPLIES
- PLUMBING AND HEATING SUPPLIES
- MAJOR APPLIANCES

**DIAL 868-2045**

BRUCE WIS.

**Fur Farms**

Northwest Mink Ranches Inc RFD 1.... 868-3581

**Furniture Movers**

see Moving & Storage

**Gas Companies**

**AMERICAN GAS COMPANY**

NATURAL GAS MEANS  
 LOW FUEL BILLS

Use the modern fuel . . . clean, thrifty natural gas. Now you can rent a modern gas heating system and the money you save on fuel bills could more than pay the low rental fee.



*"FOR INFORMATION CALL"*

**AMERICAN GAS COMPANY OF WISCONSIN INC**

103 Worden av W  
 Ladysmith ..... Enterprise 1938  
 After Business Hours Call Collect  
 Ray Zehner ..... 868-2365

**Gas—Liquefied Petroleum—Bottled & Bulk**

**FARMERS UNION FEED STORE**

See Our Ad Under Feed Dealers  
 200 Worden av W \_\_\_\_ Ladysmith 532-3993  
 Gamble Store ..... 868-2065  
**VORCE & FROGNER INC** \_\_\_\_ Ladysmith 532-5593  
 (See Advertisement This Classification)

**Gas Heat**

see Heating Contractors

**Gasoline Stations**

see Service Stations—Gasoline & Oil

**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—Retail**

Amacoy Store RFD 2 ..... 868-2332  
 Farmer's Store ..... 868-2125  
 Kraft Shop RFD 3 New Auburn ..... 868-4148  
 Ray's Fairway Store ..... 868-2075

**Hairdressing**

see Beauty Salons

**Hardware—Retail**

Bruce Hardware ..... 868-2045  
 (See Advertisement This Classification)  
 Gamble Store ..... 868-2065  
**VORCE & FROGNER INC** \_\_\_\_ Ladysmith 532-5593

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

**Heating Contractors**

**BRUCE PLUMBING & HEATING**

**COMPLETE HEATING SERVICE**

Sales - Installation - Service

- Forced Air • Hot Water
- Steam • Furnaces
- Sheet Metal Service

Bruce .....868-4415

**Horse Breeders**

Circle J Ranch RFD 2 Ladysmith..... 868-2723

**Hotels**

MacArthur Hotel ..... 868-2625

**Housewares—Retail**

**TUPPERWARE HOME PARTIES**

DISTRIBUTOR

GENIE SALES INC

108 Vine ..... Eau Claire 832-1910

**Insurance**

**AMERICAN FAMILY INSURANCE**

Insuring More Cars in Wisconsin Than Any Other Company. Fast

Nationwide Claims Service. Auto Financing.

AUTO • FIRE • HEALTH • LIFE

"All Your Family's Protection Under One Roof."

*"FOR INFORMATION CALL"*

AGENT

Vierck Jack Insurance Agency ..... 868-3625

After Business Hours Call ..... 868-3655



**LADYSMITH AGENCY INC**

200½ Miner av W ..... Ladysmith 532-3155

(See Advertisement This Classification)

**SENTRY INSURANCE CO**

615 E 5th N ..... Ladysmith 532-6377

**STERLING AGENCY** ..... 868-3545

(See Advertisement This Classification)

**VIERCK JACK INSURANCE AGENCY** ..... 868-3625

**Jewelers—Retail**

**REDWINE'S JEWELRY**

102 Miner av W ..... Ladysmith 532-3477

**Lawn Mowers**

Sam's Sporting Goods Store ..... 868-4435

**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

Burt William Livestock Breeder RFD 2 - 868-4271

An extension telephone saves time and steps.

**Loans**

**Northwestern Loan Corp**

Loan Office ..... 868-3385

General Office ..... 868-4625

**PIONEER NATIONAL BANK**

200 Miner av W ..... Ladysmith 532-5551

**THORP FINANCE LOANS**

**THORP FINANCE CORP**

\$50 to \$5000 Or More

120 Miner av E ..... Ladysmith 532-5586

**Lumber—Retail**

Bruce Lumber & Supply ..... 868-3115

**FLAMBEAU LUMBER COMPANY**

- FARM BUILDINGS • POLE BARNs
  - DAIRY BARNs • NEW HOMES
- Planning Service

215 W 2nd st Ladysmith..... 532-6233

**HOME DISCOUNT CENTER INC**

**WALL PANELING**

Large Discount on Factory

Rejects

Windows - Doors - Ceiling and

Floor Tile - Plywood

Hardboards - Formica

Hardware

Electrical Supplies

Carpeting - Paint

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

**Machine Shops**

Figura Machine & Plastic Works ..... 868-2615

**LADYSMITH AGENCY INC.**

**INSURANCE**

GENERAL AGENTS FOR RUSK COUNTY MUTUAL INSURANCE CO.

**REAL ESTATE**

**532-3155**

200½ MINER AVE. W.

LADYSMITH

**STERLING AGENCY GENERAL INSURANCE**

OF ALL TYPES

- AUTO • HOME
- LIFE • FARM
- BUSINESS



RODNEY A. KEITH

**DIAL 868-3545**

BRUCE

**Mail Order Houses**

**SEARS ROEBUCK & CO**  
**CATALOG SALES OFFICE**  
 111 Miner av W \_\_\_\_\_ Ladysmith 532-5151

**Meat—Retail**

Mincoff Meat Market  
 Conrath \_\_\_\_\_ Ladysmith 532-5063

**Men's Clothing & Furnishings—Retail**

Bruce Clothing Store \_\_\_\_\_ 868-2975

**Men's Clothing—Whlse & Mfrs**

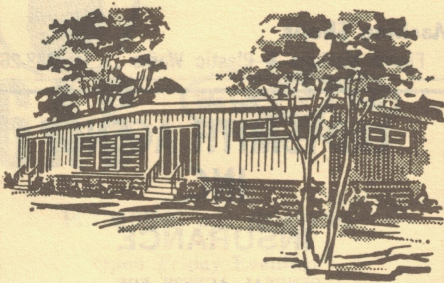
Gordon Ferguson Manufacturing Co  
 Sewing Room \_\_\_\_\_ 868-2605

SAVE TIME — TELEPHONE.

**ERICKSON  
 MOBILE HOMES**

*Authorized Dealer For*

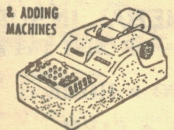
- Namco
- Richardson
- Delta
- Hillcrest
- Oxford
- Northernaire
- House of Harmony



**748-5818**

HWY. 13 .... MEDFORD

**TYPEWRITERS**



& ADDING  
 MACHINES

SOLD  
 SERVICED  
 RENTED

Featuring A Full Line of Remington  
 Typewriters - Calculators - Adding Machines  
 NORELOO Dictating Equipment

**532-3559**

**STANTON'S BUSINESS  
 MACHINES**

313 Miner Av. W. \_\_\_\_\_ Ladysmith, Wis.

**Mink Farms**

see Fur Farms

**Mobile Homes—Dealers**

**ERICKSON MOBILE HOMES**  
 Hwy 13 \_\_\_\_\_ Medford 748-5818  
 (See Advertisement This Classification)

**Mobile Homes—Transporting**

Bellows & Bellows \_\_\_\_\_ Cameron 458-2301

**Monuments**

**HANSON BENNIE MONUMENTS & MARKERS**

Markers  
 Cemetery Lettering  
 Settings

RFD 2 \_\_\_\_\_ 868-3930

**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  
 Cameron \_\_\_\_\_ 458-2301

**Newspapers**

Bruce News-Letter \_\_\_\_\_ 868-2195

**Office Supplies**

**STANTON'S BUSINESS MACHINES**  
 313 Miner av W \_\_\_\_\_ Ladysmith 532-3559  
 (See Advertisement This Classification)

**Oils—Fuel**

**FARMERS UNION FEED STORE**  
 See Our Ad Under Feed Dealers  
 200 Worden av W \_\_\_\_\_ Ladysmith 532-3993  
**Moon Oil Co**  
 Texaco Bulk Products  
 Bruce \_\_\_\_\_ 868-3095  
**Quinn Oil Co** \_\_\_\_\_ 868-3285  
**Standard Oil Co** \_\_\_\_\_ 868-2750

**STANDARD OIL  
 HOT LINE HEATING SERVICE**

Get AMERICAN® Brand  
 Heating Oil.  
 Sta-Ful Automatic Delivery.  
 Convenient budget terms.  
 Also Farm Fuels, Lubricants  
 & Agricultural Chemicals.



*"FOR SERVICE CALL"*  
 DELIVERY SERVICE

R F TOWERS \_\_\_\_\_ 868-2750

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

Jacobson Edward M  
 122½ N Main \_\_\_\_\_ Rice Lake 715-234-3113

**Paint—Retail**

Larson's Floor Covering  
108 W 2 S ..... Ladysmith 532-3070

**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**

**DU BOIS STUDIO**  
*Good Photos Need Not Be Expensive*  
BABY & FAMILY PORTRAITS  
BLACK & WHITE or COLOR  
Formal & Candid Wedding Pictures  
In Beautiful Living Color  
Copies From Old Photographs  
Repair Service On Projectors & Cameras  
126 Lake av E Ladysmith.....532-3292

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

Whalen M L ..... 868-2425

**Plumbing Contractors**

**BRUCE PLUMBING & HEATING**  
• Repair Service • New Installation  
• Emergency • Remodeling  
• Garbage • Water Heaters  
• Disposal • Forced Air Heating  
• Steam and Hot Water Heating  
Bruce .....868-4415

**Radiators—Automotive**

Hemphill Fay Radiator Service ..... 868-3215

**Radio Repairing**

**FANDEL RADIO & TV SERVICE**  
301 Miner av W ..... Ladysmith 532-5171

**Railroads**

Soo Line Depot ..... 868-2085

**Ready Mixed Concrete**

see Concrete—Ready Mixed

Look First in the Yellow Pages

**MADDOCKS' DRUG STORE**

PRESCRIPTIONS  
DRUGS  
VETERINARY SUPPLIES

**DIAL BRUCE 868-2805**

Emergency Hours - 868-3681

BRUCE, WISCONSIN

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see Livestock

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see Moving & Storage



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