

BRUCE TELEPHONE DIRECTORY

MAY 1959



EMERGENCY & SERVICE CALLS

VILLAGE HALL - - - - - 2185

FIRE DEPT. - - - - - 2345

POLICE - - - - - 3095

SHERIFF'S DEPT. - - - DIAL 0

INFORMATION - - - - DIAL 0

LONG DISTANCE - - - DIAL 0

OFFICE OR REPAIR SERVICE

2995 or 4095

IF NO ANSWER - - - DIAL 0

FOR OTHER INFORMATION

SEE

INSIDE FRONT COVER



One of America's 4,400 Independent Telephone Companies

BRUCE TELEPHONE COMPANY, INC.
BRUCE, WISCONSIN

THE ATTACHMENT OF ANY SPECIAL BINDER, COVER OR
HOLDER TO THIS DIRECTORY IS STRICTLY PROHIBITED
UNLESS AUTHORIZED BY THE TELEPHONE COMPANY

GENERAL INFORMATION

DAVID MANOSKY, Manager

In Case of Fire or Other Emergency

When reporting a Fire or Emergency dial 2345. 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.

Rates, Rules and Regulations

These are established in conformity with the requirements of the Wisconsin Public Service Commission. Any information not made a part of this page is available to individuals at the telephone office.

Long Distance Reduced Rates

Long distance rates are reduced on calls placed after 6:00 p.m. and continue so until 4:30 a.m. The subscriber is responsible for all Long Distance calls placed by non-subscribers.

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.

Transmission of Messages

The Company does not assume any responsibility for errors in transmitting verbal or written messages through or by the employees as they are forbidden to accept written or verbal communication for delivery.

Directory

Directories are the property of the telephone company and are to be returned to the telephone company on request. No binder, holder, or auxiliary cover, except such as may be provided by, or with the consent of the telephone company, shall be used in connection with any directory furnished by the telephone company.

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.

HOW TO USE THE DIAL TELEPHONE
REFER TO INSIDE BACK COVER

**ALPHABETICAL TELEPHONE DIRECTORY
OF SUBSCRIBERS SERVED BY THE
BRUCE EXCHANGE**

(TO = TOWNSEND)

A

ABBOTTS DAIRIES INC	TO 8-2295
Abbotts Haulers	TO 8-3255
Adams Billy r RFD 2	TO 8-3459
Adams John R r RFD 1	TO 8-2430
Adams Lewis r RFD 2	TO 8-3872
Alstad Bjarne r RFD 2 Ladysmith	TO 8-2729
Alvey Dick L r	TO 8-2055
Alvey Sam r	TO 8-2162
AMACOY LAKE RESORT RFD 2	TO 8-2139
AMACOY MOTEL RFD 2	TO 8-2335
AMACOY STORE RFD 2	TO 8-2332
Anderson Brothers Lester and Leonard r RFD 1	TO 8-3991
Anderson Raymond junk dealer RFD 1	TO 8-3865
Arey L S r	TO 8-2161
Atkinson Bruce r RFD 1	TO 8-3986
Atwood Charles r RFD 2	TO 8-3870
Atwood Dale r RFD 2	TO 8-3871
Atwood Ronald r RFD 2	TO 8-2280
Austin Fred R Cities Service Station	*TO 8-3445
Austin's Motor Court	TO 8-3025
Austin Robert r RFD 2	TO 8-2333

B

Baker Glen r RFD 1	TO 8-2528
Barber Shop	TO 8-3121
Barney A J r	TO 8-2722
Bartlett Rodney r RFD 2	TO 8-3877
Bauer Mervin r	TO 8-2905
Beaulieu Adler "Buck" r	TO 8-2265
Beaulieu Bernard r RFD 2	TO 8-4101
Beaulieu Darrell r RFD 1	TO 8-4002
Beebe Mrs C A r RFD 2	TO 8-3893
Beebe Roy r RFD 2	TO 8-3898
Beiffuss Bert r	TO 8-3575

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

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Bennor Walter r RFD 1	-----	TO 8-2375
Benson Amiel r	-----	TO 8-2415
Benson Arthur r RFD 1	-----	TO 8-4385
Benson Donald r RFD 1	-----	TO 8-3966
BENTZ ISLAND LAKE RESORT		
RFD 3 New Auburn	-----	TO 8-2480
Bernhardt Chris r	-----	TO 8-3065
Bettner Mrs Arthur r RFD 2	-----	TO 8-3644
Beyer Clifton r RFD 1	-----	TO 8-2377
Bien Fred r	-----	TO 8-3771
Blain Motor Co	-----	TO 8-2745 or TO 8-3745
Blazek James furniture upholstery		
RFD 1 Ladysmith	-----	TO 8-4374
Blodgett Herman r RFD 1	-----	TO 8-2534
Blodgett Howard r RFD 1	-----	TO 8-2326
Blomberg Fred r RFD 1	-----	TO 8-3956
BLOMBERG'S FRED STANDARD STATION		
	-----	TO 8-9235PO
Blomberg Walter r	-----	TO 8-4145
Blosser Rev Harold J church office	-----	TO 8-3565
Parsonage	-----	TO 8-3565
Boehmer Mrs Malinda r	-----	TO 8-3365
Bollman Harold r RFD 2	-----	TO 8-3457
Bollman James r RFD 2	-----	TO 8-3455
Bonek Hatchery	-----	TO 8-3135
Booher Charles LeRoy r RFD 1	-----	TO 8-2517
Booth Gerald r	-----	*TO 8-3605
Bornheimer Mrs Beverly r	-----	TO 8-2815
Brainerd Harry r RFD 2	-----	TO 8-3948
Brainerd Lyman r RFD 1	-----	TO 8-3998
Briggs William r	-----	TO 8-2853
Broad Ralph r RFD 2	-----	TO 8-3889
Bruce Agency	-----	TO 8-2155
BRUCE ARMY SURPLUS STORE		
	-----	TO 8-2975
BRUCE BAR		
	-----	TO 8-2795
Bruce Barber Shop	-----	*TO 8-3121
Bruce Beauty Shop	-----	TO 8-2035
Bruce Block Company	-----	TO 8-3505
BRUCE BOWLING CENTER		
	-----	TO 8-2495
Bruce Economy Store	-----	TO 8-2075
BRUCE ELECTRIC SHOP		
	-----	TO 8-2945
Bruce Garment Mfg Co	-----	TO 8-2605
Bruce Hardware Co	-----	TO 8-2045
BRUCE JEWELRY STORE		
	-----	TO 8-3555
BRUCE LUMBER & SUPPLY		
	-----	TO 8-3115
Bruce News-Letter	-----	TO 8-2195
Bruce Public Schools	-----	TO 8-2585
Garage	-----	TO 8-3435
BRUCE TELEPHONE CO		
	-----	TO 8-2995
Manager's Residence	-----	TO 8-4095
Bruce Theatre	-----	TO 8-3235
Bruce Village Hall	-----	TO 8-2185
Bryant Leslie r RFD 2	-----	TO 8-2305
Buchholz Feed Store	-----	TO 8-2735
Buffington Vernal r RFD 1	-----	TO 8-2372
Burcalow Harry r RFD 1	-----	TO 8-3983

Burgh Robert r RFD 1	TO 8-3981
Burlingham Harold r RFD 1	TO 8-2371
Burns Darwin r RFD 1	TO 8-2550
Burns Mrs Lillian r RFD 1	TO 8-3362
Burt William livestock breeder RFD 2	TO 8-2951 or TO 8-9245
Button Roweland r	TO 8-2516

C

Cabanowski William r RFD 2	TO 8-3487
Callahan V r RFD 2	TO 8-3940
Callies George r	TO 8-4221
Cameron Russell r RFD 2	TO 8-2558
Campbell Mrs H W r	TO 8-2885
Canaday William r RFD 2	TO 8-2557
Carr John "Jack" Sr r	TO 8-2782
Carr John Jr r RFD 1	TO 8-2436
Carter Stanley r	TO 8-3775
Case Lawrence r RFD 2	TO 8-2957
Catholic Rectory	*TO 8-3475
CHIPPEWA FALLS RENDERING CO	TO 8-4095
Christianson Audie L Jr r RFD 1	TO 8-3154
Christianson Donald r RFD 1	TO 8-3151
Church of Christ parsonage RFD 3 New Auburn	*TO 8-2572
Clar-Mar Mink Ranch office RFD 1	TO 8-3580
Clar-Mar Mink Ranch Inc RFD 1	TO 8-3585
Clark Norman r	TO 8-2443
Clark William r RFD 2	TO 8-2559
Clark Willis r RFD 2	TO 8-3862
Clausen Harold r RFD 1	TO 8-4003
Clausen Herman Insurance	TO 8-3275
Clough Clarence r RFD 1	TO 8-3887
Clough Richard r	TO 8-4235
Coleman Wallace livestock buyer RFD 2 ..	TO 8-3045
Compton Mrs Elvira r RFD 2	TO 8-2285
Compton Herbert r RFD 2	TO 8-2283
Conover Fred r RFD 2	TO 8-2404
Conover Jack r RFD 2	TO 8-2402
Corderman Alvin r RFD 2	TO 8-3932
Cox Jane r	TO 8-3835
Creighbaum Mrs Rex r RFD 2	TO 8-3453
Crofton Rev Robert parsonage	TO 8-2471
Cronick William r	TO 8-4021
Crotteau John r RFD 1	TO 8-2530

D

Daily Fred r	TO 8-4015
Daily Mrs John r	TO 8-3415

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Daily Vacation Bible School at Imalone	
RFD 1	*TO 8-2370
Dairyland Electric Cooperative	
Box 327 Ladysmith	TO 8-2366
DAIRYLAND INSURANCE AGENCY	TO 8-3545
DAIRYLAND STATE BANK	TO 8-2175
Daniels Dean r RFD 1	TO 8-3106
Daniels Irvin r RFD 1	TO 8-2568
Daniels Mrs Roy A r RFD 1	TO 8-3405
Dappen Glen r RFD 2	TO 8-3902
Dauer Carl r	TO 8-3693
Daufenbauch Carl r RFD 2	TO 8-3890
Davis Lester r	TO 8-3265
Davison O L r	TO 8-3631
Dearhamer Lloyd r RFD 2 Weyerhauser ..	TO 8-3970
Dearhamer Ralph r RFD 1	TO 8-3967
Debner Michael r RFD 1	TO 8-2962
Decker Robert D r	TO 8-3325
Dietlein W F r RFD 3 New Auburn	TO 8-2481
Dillivan Warren r RFD 1	TO 8-3988
Doorn Delbert r RFD 1	TO 8-3996
Doorn Louis r RFD 1	TO 8-3995
Doyle William r	TO 8-3055
Drake Mrs Alice r	TO 8-2972
Drake Wesley r RFD 1	TO 8-3673
Drause Charles r RFD 2	TO 8-2301
Duffey Dr John R cottage RFD 2	TO 8-3938
Dyar Delbert r RFD 2	TO 8-3944

E

Ed's Radio & TV Repair	*TO 8-4205
Effertz Henry r RFD 2 Weyerhauser	TO 8-4182
Effertz Matt r RFD 2 Weyerhauser	TO 8-4186
Egerer A W r	TO 8-3615
Eke Berger r RFD 2	TO 8-3945
Elliott Howard r RFD 2 Ladysmith	TO 8-2723
Elliott Refrigeration	TO 8-3395
Ellison Reeve r	TO 8-2595
Elwood Perry r	TO 8-2391
Emons Mrs Bertha r RFD 2	TO 8-3456
Ernie's Cafe	TO 8-2465
Ewald Clayton r	TO 8-3015
Ewald Mrs Eggert Transfer	TO 8-2385
Ewald Harold r RFD 2	TO 8-3671

F

Farmer's Store	TO 8-2125
Fawley Earl r RFD 2	TO 8-3885
Fawley Joe r RFD 1	TO 8-2514
Federated Church parsonage	*TO 8-3565
Feller Arnold r	TO 8-2940
Felton Roy r RFD 2	TO 8-2334
Felton Trueman r	TO 8-2132

Fetke Henry r RFD 1	TO 8-2560
Fetting David r RFD 1	TO 8-3960
Fetting Manly r RFD 1	TO 8-2320
Fetting Robert r RFD 1	TO 8-2638
FIGURA MACHINE & PLASTIC WORKS	TO 8-2615
Figura Michael r RFD 2	TO 8-3927
FIGURA WM WELL DRILLING & PLUMBING	
RFD 2	TO 8-3876
Fiker Otto G r RFD 1	TO 8-3361
Fillion William r RFD 1	TO 8-2632
FIRE CALLS	TO 8-2345
Fleuter Carl r RFD 2	TO 8-3930
Flohr Gust r RFD 1	TO 8-3155
Frank Stanley C r	TO 8-3701
Fred's Cities Service Station	TO 8-3445
Frenzel George r RFD 1	TO 8-2522
Friendly Resort r RFD 3 New Auburn	TO 8-2575
Frisinger Mrs Beryl r RFD 1	TO 8-2438
Frisinger Larry r	TO 8-2835
Frisinger Wallace r RFD 1	TO 8-2439
Fuglsang John r	TO 8-2762
Fuglsang Service Station	TO 8-3125

G

Gaartz Patricia r	*TO 8-3835
Gamble Store	TO 8-2065
Gapinski Stanley r RFD 1	TO 8-2523
Garrett Guy r RFD 1	TO 8-3153
Gavin Dan r RFD 2	TO 8-4102
Geraghty C E r	TO 8-2491
Gerken Kurt Sr r RFD 2	TO 8-3641
Gibson George r	TO 8-3500
Girard George r RFD 3 Ladysmith	*TO 8-2366
Gleason Ed & Charlie r RFD 2	TO 8-3946
Glotfelty Herman r RFD 2	TO 8-2287
Gochee Diamond r RFD 1	TO 8-3992
Gochee Ed r RFD 1	TO 8-3990
Goff Earl r RFD 2	TO 8-3875
Goff Herbert r RFD 2	TO 8-3878
Gohde Lewis r RFD 2	TO 8-2407
Good Ralph r RFD 2	TO 8-4339
Gordon Herbert r RFD 1	TO 8-2636
Graham Roy r RFD 3 New Auburn	TO 8-2576
Graves Floyd r RFD 1	TO 8-2431
Graves Sydney r RFD 1	TO 8-2631
Grensing Walter r RFD 2	TO 8-2363
Grieve Mrs Alvera r RFD 2	TO 8-2362
Grubb Albert r RFD 1	TO 8-2521
Gruber Frank r RFD 3 New Auburn	TO 8-2482

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Gudis Charles r RFD 2 Ladysmith -----	TO 8-2272
Gundt Everett r RFD 2 Ladysmith -----	TO 8-3891
Gunn Frank r RFD 3 New Auburn -----	TO 8-4395
Gunn Raymond r RFD 3 New Auburn ---	TO 8-2570
Gutheridge Everett H r RFD 2 Weyerhauser -----	TO 8-2536

H

Hagen John B r RFD 2 -----	TO 8-3642
Hagerty G A attorney -----	TO 8-2645
Residence -----	TO 8-2775
Hamilton Elmer r -----	TO 8-2781
Hamilton Gordon r -----	TO 8-2533
Hansen N Y r -----	TO 8-2785
Hanson Gilbert r -----	TO 8-2442
Harris Chester r RFD 2 -----	TO 8-2406
Harris Mrs John C r RFD 2 -----	TO 8-2403
Harvey Mrs Allie r -----	TO 8-3195
Harvey Bill r -----	TO 8-3845
Harvey Erman r -----	TO 8-2165
Haskins Robert r RFD 2 -----	TO 8-2303
Hause Lloyd r -----	TO 8-2262
Hawley Myron r -----	TO 8-2255
Hayden Dale r RFD 1 -----	TO 8-2551
Hayden Lynn r -----	TO 8-2163
Hayden Mrs Ralph J r RFD 2 -----	TO 8-2552
Hayes J W r RFD 3 New Auburn -----	TO 8-4367
Heath Sherman r RFD 1 -----	TO 8-2432
Hein Implement Co -----	TO 8-2455
Heintz James L r RFD 2 -----	TO 8-3643
HELMER IMPLEMENT COMPANY -----	TO 8-3305
Helmer John r -----	TO 8-2881
Hemphill Arnold r -----	TO 8-3145
Hemphill's Radiator Service & Garage ---	TO 8-3215
Hemphill William r RFD 2 -----	TO 8-2304
HENDRICKS BROS AUTO SALES -----	TO 8-2095
Hendricks Chris r -----	TO 8-3465
Hendricks Leonard "Chick" r -----	TO 8-3495
Hendrickson Mrs Grace r -----	TO 8-2441
Hess Albert r RFD 2 -----	TO 8-3926
Hilten Lester r RFD 1 -----	TO 8-2433
Hinaus Earl r -----	TO 8-3725
Hinaus Owen r RFD 1 -----	TO 8-2961
Hoelt Bernard r RFD 1 -----	TO 8-2525
Hoelt Frank r RFD 1 -----	TO 8-2529
Hoffelt Edmund r RFD 1 -----	TO 8-4005
Hoffland Matt r -----	TO 8-2865
Holly Donald r RFD 2 Ladysmith -----	TO 8-2726
Holmes William r RFD 2 -----	TO 8-2405
Hoople Byron r RFD 2 -----	TO 8-3939
House Gilbert r RFD 2 -----	TO 8-2400
Huiras Paul r RFD 2 -----	TO 8-2958
Humber Mrs George r -----	TO 8-2685
Huml Louis r -----	TO 8-2395

I

I'm Alone Tavern RFD 1 -----	TO 8-2374
Imalone Tabernacle RFD 1 -----	TO 8-2370
Island Lake Resort R3 New Auburn -----	TO 8-2571
Island Lake School RFD 3 New Auburn --	TO 8-2486
Iverson Otto r -----	TO 8-2475

J

Jandrt Mrs Rudy r -----	TO 8-2851
Janoszek Joe r RFD 2 -----	TO 8-3458
Janowski George r RFD 2 -----	TO 8-2955
Jaskowiak Stanley r RFD 2 Weyerhauser	TO 8-4183
Jenkins Ralph D r -----	TO 8-3345
Johnson Albert C r RFD 2 -----	TO 8-2956
Johnson Clarence r RFD 2 -----	TO 8-2959
Johnson Ferdinand "Fordie" r RFD 1 ---	TO 8-3375
Johnson Forest r RFD 2 Weyerhauser ---	TO 8-2535
Johnson Gene r RFD 2 Weyerhauser ----	TO 8-4184
Johnson James r -----	TO 8-2920
Johnson Mrs Laura & Vernon r RFD 1 --	TO 8-3152
Johnson Oscar trucker -----	TO 8-2925
Jones Mrs Lynn r -----	TO 8-2412
Joyner Allen r RFD 1 -----	TO 8-3866
Joyner Elmer r RFD 1 -----	TO 8-2531

K

Kahl John r RFD 1 -----	TO 8-2527
Kahn Frank r RFD 2 -----	TO 8-2401
Keith Edgar r RFD 2 -----	TO 8-2673
Keith John r RFD 2 -----	TO 8-2306
Keith Perry r -----	TO 8-3661
Keith Rodney r -----	TO 8-3765
Kelley J O r RFD 1 -----	TO 8-3982
Kelley Jack r RFD 1 -----	TO 8-2373
Kernwein Al r RFD 2 -----	TO 8-3942
Kirkley Mrs Ida r RFD 2 -----	TO 8-2288
Kisling Al r RFD 2 -----	TO 8-2672
Klaar Otto r RFD 3 New Auburn -----	TO 8-4369
Klarkowski Ambrose r -----	TO 8-2913
Klund's Harlowe tavern RFD 2 -----	TO 8-3640
KNUDSON RADIO & TV SERVICE	
RFD 2 -----	TO 8-3915
Koehler Ed r -----	TO 8-2842
Koehler Louis r -----	TO 8-3523
KOEHLER'S MARKET	TO 8-2025
Kohler Leslie r RFD 1 -----	TO 8-3108
Kosnak Si r RFD 2 Weyerhauser -----	TO 8-4181

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Kovacevich John r	TO 8-3715
Kovacevich Nick r RFD 2	TO 8-2553
Kovacevich Pete r	TO 8-2263
Kozel's Fireside Lodge r	
RFD 3 New Auburn	TO 8-2574
Kraeuche George r RFD 1	TO 8-3987
Kramer Raymond r RFD 2	TO 8-2355
Kramer Robert r RFD 2	TO 8-4103
Kramer Vernon r RFD 3 New Auburn ...	TO 8-2488
Krebs Rudolph r	TO 8-2164
Krzyzaniak Mrs Stella r	
RFD 2 Weyerhauser	TO 8-4187

L

LaBlonde E C r RFD 2	TO 8-3943
Lalan Jack r RFD 1	TO 8-3185
Lalan Mrs Leo r	TO 8-2205
Lampert Yards Inc lumber	TO 8-2705
Lancaster Col J L r RFD 2 Ladysmith ...	TO 8-3896
Langhoff Del r RFD 1	*TO 8-3581
Larson Mrs Minnie r RFD 1	TO 8-3101
Larson Pete r	TO 8-2273
Leatherman Walter r	TO 8-3225
Lee Mrs Joseph B r RFD 2	TO 8-3873
Lehman William r	TO 8-2472
Leitz Lloyd r	TO 8-3522
Lepley Bernal r RFD 2	TO 8-4071
Lepley Lynn r RFD 1	TO 8-3993
LONE PINE LODGE RFD 2	TO 8-3450
Long Lyle r RFD 2	TO 8-3934
Loomis Seth r RFD 1 Ladysmith	TO 8-2379
Lorenz W F r RFD 2	TO 8-3880
Loux Henry r RFD 2	TO 8-3452
Lowman Mrs O J r RFD 3 New Auburn ...	TO 8-2573
Lundgren Axel r RFD 1	TO 8-3999
Lysdahl F W r RFD 2	TO 8-2339

M

MacArthur Dougal r RFD 1	TO 8-3963
MACARTHUR HOTEL	TO 8-2625
MacArthur Lyall r RFD 1	TO 8-3961
MADDOCKS' DRUG STORE	TO 8-2805
Maddocks Raymond r	TO 8-3681
Mahoney Basil r RFD 2	TO 8-3935
Malaise Clayton r	TO 8-4035
Manderfeld Ed r RFD 2	TO 8-3881
Manosky David J tel co mgr ofc	*TO 8-2995
Residence	TO 8-4095
Children's Telephone	TO 8-3735
Mansky Roman r RFD 1	TO 8-3157
Marsh Percy r	TO 8-3785
Martin Gerald M r	TO 8-4225
MARTIN'S TIRE & SUPPLY CO	TO 8-3175

Martindale Donald r RFD 2 -----	TO 8-2286
Martindale Harold r RFD 2 -----	TO 8-2131
Martindale Robert r RFD 2 -----	TO 8-3886
Martindale Walter r RFD 2 -----	TO 8-2138
Mattison Glenn r RFD 1 -----	TO 8-3107
Mattison Lew r RFD 1 -----	TO 8-3105
Mattison Richard r RFD 1 -----	TO 8-3973
Mawson Joe r RFD 2 -----	TO 8-3483
Mayer Emil r RFD 1 -----	TO 8-3965
Mayou Carl r RFD 2 Ladysmith -----	TO 8-4327
McCracken Harold r RFD 3 New Auburn -----	TO 8-2485
McCracken I F r -----	TO 8-2483
McCracken Vern & Sam r RFD 3 New Auburn -----	TO 8-2487
McCrillis John H r RFD 2 -----	TO 8-3645
McCumber Kenneth r RFD 2 -----	TO 8-2953
McDonald Art r -----	TO 8-2932
McDonald Edward r RFD 2 -----	TO 8-3795
McDonald William r -----	TO 8-4131
McEwen Mrs M r -----	TO 8-2761
McHugh York r RFD 2 -----	TO 8-3488
McLean Glenn r RFD 3 Ladysmith -----	TO 8-2368
McLean John r RFD 2 -----	TO 8-3451
Mead Ben r -----	TO 8-2811
Meisegeier Edward Dairy Products RFD 2	TO 8-3895
Meisegeier Warren r RFD 2 -----	TO 8-3925
Messmer Ernest r -----	TO 8-3665
Meyett Rev Irving r -----	*TO 8-3475
Mikunda John H r -----	TO 8-3075
Miller Ernest r RFD 2 Ladysmith -----	TO 8-2276
Miller Fred r RFD 3 New Auburn -----	TO 8-2484
Miller Marlin r RFD 2 -----	TO 8-3648
Milutinovich Milo r -----	TO 8-3515
Mincoff George r RFD 2 -----	TO 8-2282
MIRR FUNERAL HOME -----	TO 8-4155
If No Answer Call ----- Ladysmith 481	
Mizener Elzie r RFD 2 Weyerhauser ----	TO 8-3974
Moberg William Leonard r -----	TO 8-4245
Mohlenbrink Henry r -----	TO 8-2681
Moon Allen r -----	TO 8-2912
Moon Howard r -----	TO 8-3095
Moon Nyle r -----	TO 8-3315
MOORE CLIFFORD trucker -----	TO 8-4045
Moore Seth r RFD 1 -----	TO 8-3962
Moore Stanley r RFD 1 -----	TO 8-2556
Moser Orville r -----	TO 8-2843
Musk Pyk Kamp RFD 2 -----	*TO 8-2334
Myer Mrs Bertha r RFD 1 -----	TO 8-2630
Myers Mrs James r RFD 2 Ladysmith ---	TO 8-2728

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N

Nachtwey W J r RFD 1	TO 8-3955
Nathaniel Lutheran Church parsonage ..	*TO 8-2471
Nelson Elmer r RFD 1	TO 8-3104
Nelson Gilbert r RFD 2 Ladysmith	TO 8-2274
Nelson Mrs Mary r	TO 8-2862
Nelson Morris r RFD 2 Ladysmith	TO 8-2279
Nelson Russell r	TO 8-2040
Newell Richard r	TO 8-3855
Newhagen Rev Olaf r RFD 1	*TO 8-2370
Newman Thomas r RFD 1	TO 8-3150
Nixon John r RFD 1	TO 8-2328
Noller John r	TO 8-2411
Northern Proved Sire Service Box 228 Ladysmith	TO 8-9235PO
Northwestern Loan & Finance Co	*TO 8-2155
Novander Richard r	TO 8-2933

O

Olesiak Walter r RFD 1	TO 8-3976
Oleson Orville r RFD 2	TO 8-3920
Oleson Mrs Oscar r	TO 8-3263
Olson Freebert r RFD 1	TO 8-2435
Olson Henry r RFD 2	TO 8-3922
Olson Paul r RFD 1	TO 8-3159
Oster George r RFD 2 Ladysmith	TO 8-2725

P

Paddock Charles r RFD 1	TO 8-3978
Paddock Thomas r RFD 1	TO 8-2635
Paulson Donald r	TO 8-3905
Peck Alvin r RFD 1	TO 8-3989
Perkovich Mike r RFD 1	TO 8-3158
PETER PAN CLEANERS	TO 8-3355
Peterson Mrs Elmer r RFD 2	TO 8-3821
Peterson Elvina r RFD 1	TO 8-3869
Peterson Glenn r RFD 1	TO 8-2634
Peterson Harry r RFD 1	TO 8-2555
Peterson Henry J r RFD 2 Ladysmith	TO 8-2724
Peterson Leland r RFD 2	TO 8-3085
Peterson W J r	TO 8-4105
Peterson William r RFD 2 Ladysmith	TO 8-2275
Pete's Bulk Service RFD 2	TO 8-4265
PETE'S CAFE & TRUCK STOP RFD 2 TO	8-9245PO
Pfefferle Ray r RFD 2 Ladysmith	TO 8-3892
PINE GROVE TAVERN RFD 2	TO 8-2270
Pinnow Bernard r RFD 2	TO 8-2367
Plaskey James r RFD 2	TO 8-3936
Plaszcz Frank r RFD 2	TO 8-3485
Plummer Robert r RFD 2	TO 8-3941
POLICE	TO 8-3095
If no answer call	TO 8-2185
Pooler Leon r	TO 8-2145
Purdum Marlitt r	TO 8-4275

Q

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

R

Ramsey John W r -----	TO 8-2855
Rasmussen Lyle r RFD 1 -----	TO 8-2510
Rasmussen Vern r RFD 1 -----	TO 8-3672
Rayment C A r RFD 2 -----	TO 8-2136
Recore Russell r -----	TO 8-3815
Reichel Mrs Al r -----	TO 8-3705
Reichel Andy r RFD 1 -----	TO 8-2639
Reichel Clayton r RFD 1 -----	TO 8-2524
Reichel George r RFD 1 -----	TO 8-2637
Robbins Elmer r RFD 1 -----	TO 8-3994
Romsos Norman r -----	TO 8-2911
Root Ross r RFD 2 Ladysmith -----	TO 8-2720
Rosling Richard r -----	TO 8-2261
Ryall Ike r RFD 1 -----	TO 8-3980

S

Sabala Stacia r RFD 1 -----	TO 8-2520
St John Ed r RFD 3 New Auburn -----	TO 8-2577
St Louis Mrs Marie r -----	TO 8-3261
St Louis Maurice r -----	TO 8-2683
St Mary's Rectory -----	TO 8-3475
Sauer Donald r -----	TO 8-3295
Sauer Mrs W H r -----	TO 8-2015
Scheel Carl r RFD 1 Ladysmith -----	TO 8-2378
Schiefelbein Ben r -----	TO 8-3595
Schiessl Adam r RFD 2 -----	TO 8-3883
Schmidt William r RFD 1 -----	TO 8-3675
Schmitz Henry r RFD 1 -----	TO 8-4000
Schmitz Mrs Mary r RFD 1 -----	TO 8-4007
Schott Alex r RFD 1 -----	TO 8-2526
Schroeder Irvin r -----	TO 8-2935
Schultz E H dentist RFD 1 -----	TO 8-2985
Schultz Elizabeth r -----	TO 8-4285
Schultz Robert r -----	TO 8-2665
Schwartz Fred r Box 143 Ladysmith -----	TO 8-3879
Scoles Jack r RFD 1 -----	TO 8-3997
Scrivner Edward F r RFD 1 -----	TO 8-3984
Sedlacek Bernard r RFD 2 -----	TO 8-4165
Selinske Edward r -----	TO 8-4205
SELINSKE RADIO & TV REPAIR -----	TO 8-4205

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

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

Severin Harold r RFD 2	TO 8-2408
Shearman Mrs May r RFD 1	TO 8-4341
Shydowski Tony r RFD 2	TO 8-3933
Sieck Henry & Jens r RFD 1	TO 8-3971
Siglin Jack r	TO 8-3825
Sillman Richard r RFD 2	TO 8-2307
Simmons Ed r RFD 2	TO 8-3931
Simpson William r	TO 8-3635
Sims Archie (Nick) r	TO 8-4121
Sims Wyman r RFD 2	TO 8-2308
Singer Quentin r RFD 1	TO 8-2538
Siverling Gerald r	TO 8-2863
Sizemore Mrs Carol r RFD 1	TO 8-2566
Skafer Markus Apartments	TO 8-3655
Skogen Eldon r	TO 8-3755
Slesar E J r RFD 2	TO 8-3921
Smith Gilbert r RFD 2	TO 8-3888
Soo Line Depot	TO 8-2085
Sorensen Chris r RFD 2	TO 8-2671
Sorensen Mrs Lelah r	TO 8-2682
Sorensen Rose r	*TO 8-2155
Sorenson Douglas r RFD 2	TO 8-2675
Spade's Resort RFD 2	TO 8-2338
Spoolhoff Case r RFD 1	TO 8-2511
Spoolhoff Rense r RFD 1	TO 8-3100
Stahmann L E r	TO 8-2105
Stai Allan r	TO 8-4141
STANDARD OIL CO	TO 8-2755
STEFFEK MIKE TAVERN & STORE	*TO 8-2480
Stenerson Lt Col Raymond H r	*TO 8-2335
Sterbenz Katherine M r	TO 8-2783
Stevens & Sons Truck & Shovel Service RFD 2	TO 8-3371 or
Stevens David r RFD 2	TO 8-4335
Stevens Frank r RFD 2	TO 8-3486
Stevens George r RFD 2	TO 8-2130
Stevens Harold r RFD 2	TO 8-2135
Stevens Harold r RFD 2	TO 8-2331
Stevens Mae F r RFD 2	TO 8-2330
Stevens Max r RFD 1	*TO 8-3371
Stevens Woodrow r RFD 2	TO 8-4335
Stoll Fred E Jr r RFD 1 New Auburn	TO 8-2579
Stone Herbert P r RFD 2	TO 8-3937
Stromberg Albin r RFD 1	TO 8-4384
SURGE SALES & SERVICE	TO 8-3605
Swada John r RFD 2 Weyerhauser	TO 8-4188
Swaney Mrs Bessie r	TO 8-3525
Swaney John r RFD 2 Weyerhauser	TO 8-4185
Sweet Mrs Edna r RFD 2 Ladysmith	*TO 8-3892

T

Tabat Joe r RFD 2	TO 8-2133
Taplin Rev Gene r RFD 3 New Auburn	TO 8-2572
Tatro Mrs Dorothea r	TO 8-2715
Tatro Kent r	TO 8-3205
TATRO KENT OIL CO	TO 8-3205
Tatro Merwyn E r RFD 1	TO 8-2562

Taylor Duane r RFD 2 -----	TO 8-3947
Templeton L W r RFD 1 -----	TO 8-3156
Thaler Calvin r RFD 1 -----	TO 8-3972
Tiegs Mrs Florence r RFD 1 -----	TO 8-2965
Tiegs Otto r RFD 1 -----	TO 8-3103
Toepfer Louis r RFD 1 -----	TO 8-2518
Tomasovich Louis r RFD 2 Ladysmith ---	TO 8-2727
Tomczak George C r RFD 2 -----	TO 8-2952
Towers Claire B oil distributor -----	*TO 8-2755
Towers Gilbert r RFD 1 -----	TO 8-3860
Towers Mrs John r -----	TO 8-2825
Towers Roland r -----	TO 8-2750
Triplett Archie r RFD 1 -----	TO 8-2327
Triplett Ralph r RFD 1 -----	TO 8-2322
Trott Byron r RFD 2 Ladysmith -----	TO 8-2721
Truman Wayne r RFD 1 -----	TO 8-2532

U

Updike R Jay r -----	*TO 8-2795
Urmanski Frank r RFD 2 -----	TO 8-2281

V

Vadnais LaRoy r RFD 1 -----	TO 8-4065
Valiquette Victor A r -----	TO 8-2695
Vanderloop Paul r RFD 2 -----	TO 8-3480
Van Soelen John r RFD 2 -----	TO 8-2950
Vierck Jack r -----	TO 8-3625
Village Hall -----	*TO 8-2185
Vought Frank r RFD 1 -----	TO 8-2321
Vreeland Frank r RFD 1 -----	TO 8-2512
Vreeland Leon r -----	TO 8-2915
Vreeland Lewis r RFD 1 -----	TO 8-2565
Vreeland Norman r RFD 1 -----	TO 8-2567
Vreeland Roy r RFD 1 -----	TO 8-2563
Vreeland Wayne r RFD 1 -----	TO 8-2561

W

Wagon Wheel Grocery & Tavern RFD 1 --	TO 8-2376
Waite Joe r -----	TO 8-2765
Waite Lloyd r RFD 2 -----	TO 8-2861
Walker C V r -----	TO 8-2545
Weinert Conrad Jr r RFD 2 Weyerhauser	TO 8-4180
Weinert Konrad r RFD 1 -----	TO 8-3977
Weinert Vincent r RFD 1 -----	TO 8-3861
Weinert Walter r RFD 1 -----	TO 8-3975
Weirzba Mike r RFD 2 -----	TO 8-3482
Weld Clifton r RFD 2 -----	TO 8-2554
Weld Mrs Warren r -----	TO 8-4022

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

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

Wester Blair r RFD 2	TO 8-3649
Wester Clair r RFD 2	TO 8-3646
Weuthrich Ernest r	TO 8-3634
Whalen M L physician	TO 8-2425
Residence	TO 8-2421
White Archie r RFD 2 Ladysmith	TO 8-3897
Wiedenhoeft Ted r RFD 2	TO 8-2337
Williams Mrs F W r	TO 8-2845
Willis Mrs A E Store RFD 3 New Auburn	TO 8-2578
Willis George E r	TO 8-2445
Willoughby Leweldon r RFD 1	TO 8-2325
Wilson L E r RFD 2 Ladysmith	TO 8-2277
Winarski Raymond r	TO 8-2883
Wisherd Mrs Frank r	TO 8-2875
Wisherd Ivan r RFD 2	TO 8-2271
Wisherd Robert r	TO 8-2882
Wonderspot Resort RFD 2	TO 8-2336
Wood Bernard r RFD 3 New Auburn	TO 8-2489
Woodmansee George r	TO 8-3165
Woodmansee Herbert r	TO 8-2315
Woodmansee Robert r	TO 8-2655
Woodmansee Roderick r	TO 8-3245
Worrall Donald E r RFD 1	TO 8-3968
Wright Ivan r RFD 1	TO 8-4004


Z

Zalesny Mrs Frances r	TO 8-3613
Zalesny Frank r RFD 2	TO 8-3481
Zebro Albert r	TO 8-3035
Zebro's Feed & Seed Store	TO 8-4085
Zehner Byron r RFD 3 Ladysmith	TO 8-2365
Zehner Clarence r RFD 3 Ladysmith	TO 8-2360
Zehner Howard r	TO 8-3695
Zelm Arnold r RFD 2 Ladysmith	TO 8-2278
Zielke Robert r	TO 8-3231
Ziesemer Luella r RFD 1	TO 8-2569
Zietz Ervin r RFD 1	TO 8-2633
Zimmerman Andrew r RFD 2	TO 8-2954
Tenant House RFD 2	TO 8-4319
Zimmerman Richard r RFD 1	TO 8-3985


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

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

LOOK...



**through the yellow pages for
your buying needs. It's easy,
quick, efficient and helpful.**



USE THE YELLOW PAGES

**CLASSIFIED
TELEPHONE DIRECTORY
OF BUSINESSES
SERVING THE URBAN & RURAL AREAS OF
BRUCE**

Agricultural Implements

Hein Implement Co ----- TO 8-2455
Helmer Implement Co ----- TO 8-3305
(See Advertisement This Page)

Ambulance Service

Mirr Funeral Home ----- TO 8-4155

Apartments

Skafer Apartments ----- TO 8-3655

Army & Navy Goods

Bruce Army Surplus Store TO 8-2975

Artificial Breeding—Livestock

Northern Proved Sire Service
Box 228 Ladysmith -- TO 8-9235PO

Attorneys

Hagerty G A ----- TO 8-2645
Young Rodney Lee
102½ W 2nd N ----- Ladysmith 333

Automobile Dealers—New Cars

Blain Motor Co
TO 8-2745 or TO 8-3745

**CHEVROLET AUTHORIZED SALES
AND SERVICE**

More people drive
Chevrolets than any
other car!
More value . . . that's why!



"WHERE TO BUY IT"

Blain Motor Co
TO 8-2745 or TO 8-3745

EDSEL SALES AND SERVICE

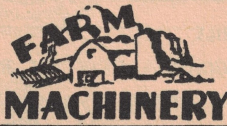
AMERICA'S
FINEST CAR
IN THE
LOW PRICE RANGE



"FOR INFORMATION CALL"

Hendricks Bros Auto Sales
Highway 40 ----- TO 8-2095

(Continued)



DEALERS IN USED

• TRACTORS •
and FARM MACHINERY
FARM EQUIPMENT



PHILLIPS "66"
GAS
OIL
TIRES
BATTERIES

AUTOMOTIVE ACCESSORIES

• GENERAL REPAIR •
Tractors & Farm Machinery

**HELMER
IMPLEMENT CO.**

• DIAL TO 8-3305 •

BRUCE

WISCONSIN

Look through these pages

to find who makes it,

who sells it, who fixes it.

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

Hendricks Bros Auto Sales TO 8-2095
(See Advertisement This Page)

MERCURY SALES AND SERVICE

Fully trained sales and service personnel, plus modern facilities and newest factory approved equipment for your convenience and satisfaction.



"WHERE TO BUY THEM"
Hendricks Bros Auto Sales

TO 8-2095

OLDSMOBILE

ROCKET!
HYDRA-MATIC!
OLDSMOBILE
HAS BOTH!



"WHERE TO CALL"
Blain Motor Co

TO 8-2745 or TO 8-3745

Automobile Dealers—Used Cars

OK USED CARS

Sold Only By
AUTHORIZED CHEVROLET
DEALERS
OK Used Cars and Trucks
Warranted in Writing



"WHERE TO BUY THEM"
Blain Motor Co
TO 8-2745 or TO 8-3745

Automobile Radiators—Repairing

Hemphill's Radiator Service
& Garage ----- TO 8-3215

Banks

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

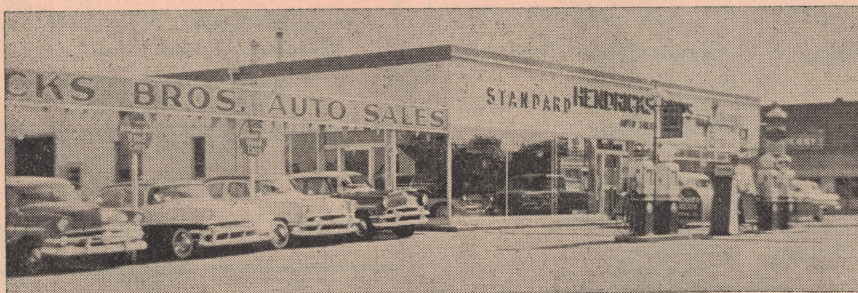
Barber Shops

Barber Shop ----- TO 8-3121

Beauty Parlors

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

HENDRICKS BROS AUTO SALES



MERCURY - EDSSEL & SAFE-BUY USED CARS



- GENERAL REPAIR
ANY MAKE CAR
- AUTO BODY SHOP
- PAINTING
WRECKER SERVICE

PHONE TO 8-2095
NITES - CALL TO 8-3495

"YOUR COUNTY MERCURY - EDSSEL DEALER"

BRUCE

WISCONSIN

Bowling Alleys

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

Chiropractors

Fenander A V
206 W 2 N ----- Ladysmith 507

Churches

Church of Christ parsonage TO 8-2572
Federated Church
office & parsonage ----- TO 8-3565
Imalone Tabernacle RFD 1 TO 8-2370
Nathaniel Lutheran Church
parsonage ----- TO 8-2471
St Mary's Rectory ----- TO 8-3475

Cleaners & Dyers

Peter Pan Cleaners ----- TO 8-3355

Clothing Manufacturers

Bruce Garment Mfg Co -- TO 8-2605

Concrete Blocks

FEHR CONCRETE PRODUCTS INC
Concrete - Cinder
Waylite Blocks
Concrete Culvert and Sewer Pipe
Septic Tanks and Dry Wells
F & A Factory Cast Concrete
Floor System
See Your Dealer or Contact Us
Rice Lake 952
1103 Menomonie
Eau Claire ----- TEmple 2-6683

Concrete Products

Bruce Block Co ----- TO 8-3505

Dairy Products

Abbotts Dairies Inc ----- TO 8-2295
(See Advertisement This Page)
Meisegeier Edward Dairy Products
TO 8-3895

Dentists

Gerken Kurt D
112 W 3rd North -- Ladysmith 289
Schultz E H RFD 1 ----- TO 8-2985

**ABBOTTS
DAIRIES, INC.**

DIAL
TO 8-2295

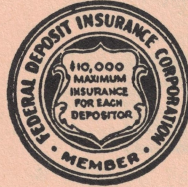
BRUCE

WISCONSIN

**DAIRYLAND
STATE BANK**

BRUCE, WISCONSIN

STATIONS AT
SHELDON and EXELAND



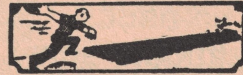
**COMPLETE
BANKING
SERVICE**

- SEE US FOR ALL YOUR •
- FINANCIAL NEEDS •

WE INVITE YOUR BUSINESS

• PHONES •
BRUCE ----- TO 8-2175
EXELAND SHELDON
26 2635

**BRUCE
BOWLING CENTER
BOWLING**



ALLEY & BAR

OPEN BOWLING IN SEASON
SAT., SUN. & EVERY AFT.

OPEN EVENINGS
ALL SUMMER

• ENJOY •
RHYTHM BOWLING

With

• AMF • AUTOMATIC
PINSPOTTERS

• DIAL TO 8-2495 •

BRUCE

WIS

LADYSMITH PHARMACY

Walgreen System Drug Store

Photo Supplies & Developing Service



PHONE 82

For Drugs & Prescriptions

DRUGGISTS

113 Miner Ave. E.

LADYSMITH, WISCONSIN

MADDOCKS' DRUG STORE

PRESCRIPTIONS
DRUGS
VETERINARY SUPPLIES



DIAL
BRUCE
TO 8-2805

EMERGENCY OR
AFTER HOURS

Phone
TO 8-2651

SOUVENIRS
GIFTS
PHOTOGRAPHY DEPT.

BRUCE, WISCONSIN

Department Stores

Ditmanson's
117 Miner av W ---- Ladysmith 23
(See Advertisement This Page)

Directories—Telephone

HORNE DIRECTORY CO

Write or Call for any Telephone
Directory. Current Issues for
Mailing Lists etc.

Directory Exchange Dept.
409 E Main Madison AL 6-1647

Doctors of Medicine

—See "Physicians & Surgeons"

Drive-Ins

—See "Restaurants"

Drug Stores

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

Electric Light & Power

Dairyland Electric Cooperative
TO 8-2366

Electrical Contractors

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

Farm Machinery

—See "Agricultural Implements"

Feed

Buchholz Feed Store ----- TO 8-2735
Zebro's Feed & Seed Store - TO 8-4085

Filling Stations

—See "Service Stations"

Florists

Grace's Flower & Gift Shop
821 Worden av E --- Ladysmith 189

Ditmanson's
Ladysmith

• PHONE 23 •

"Complete Selections
at Fair Prices"

Funeral Directors

McElravy Funeral Home
 120 Fritz av E Ladysmith ----- 433
 (See Advertisement This Page)
MIRR FUNERAL HOME TO 8-4155
 If No Answer Call -- Ladysmith 481
 (See Advertisement This Page)

Garages

CHEVROLET AUTHORIZED SERVICE

Prompt efficient service by
 Chevrolet trained mechanics
 to keep your car in top
 operating condition!



"FOR SERVICE CALL"

Blain Motor Co
 TO 8-2745 or TO 8-3745

Hendricks Bros Auto Sales TO 8-2095

Gas—Bulk

Vorce & Frogner Inc Weyerhauser 37J
 (See Advertisement This Page)

Mc Elravy

**FUNERAL HOME
 INCORPORATED**



• PHONE •
 4 3 3

Ladysmith, Wis.
 120 Fritz Ave., E.

DIGNITY

**MIRR
 FUNERAL
 HOME**



**Ralph Mirr
 Funeral Director**

• **AMBULANCE SERVICE** •

Phone TO 8-4155 Bruce

**SPEIDEL'S
 DRUG STORE**

**Compounding Prescriptions
 Our Specialty**



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

Phone 47

SPEIDEL & SPEIDEL

LADYSMITH, WISCONSIN

**ELECTRICAL
 WIRING & REPAIR**

- Residential ● Commercial
- Industrial



**DIAL
 TO 8-2945**

**BRUCE ELECTRIC
 SERVICE**

"Arnold Feller & Son"



Philgas

THE ALL-PURPOSE FUEL

**100# BOTTLE GAS
 BULK TANKS & BULK GAS
 REFRIGERATORS - RANGES
 WATER HEATERS**

Vorce & Frogner, Inc.

— PHONE 37J —
WEYERHAUSER, WIS.



"Self Service"

Meats - Vegetables - Fruit

KOEHLER'S MARKET

DIAL TO 8-2025 BRUCE

CHECK



**HAVE YOU
COMPLETE
INSURANCE
PROTECTION**

- HOME - FARM
- CAR - BUSINESS
- AUTO
- FIRE
- EXTENDED COVERAGE
- CASUALTY
- LIABILITY
- HOSPITAL
- CROP HAIL COVERAGE

DIAL TO 8-3545

**DAIRYLAND
INSURANCE AGENCY**

"Rodney A. Keith, Mgr."

Dairyland State Bank Bldg.

BRUCE

WIS.

Jamieson & Company

Members of
New York Stock Exchange
and Other Principal Exchanges

STOCKS — BONDS
COMMODITIES

Private Wire System
E. W. Diven, Mgr.

BEN M. SIRIANNI and
FRED A. SIRIANNI

Registered Representatives

Call Eau Claire TEmple 4-4142

204 S. Barstow St. Eau Claire, Wis.

Gasoline—Wholesale

Tatro Kent Oil Co ----- TO 8-3205

General Stores

Wagon Wheel Grocery & Tavern
RFD 1 ----- TO 8-2376
Willis Mrs A E Store
RFD 3 New Auburn ---- TO 8-2578

Government Offices

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

Grocers

Amacoy Store RFD 2 ---- TO 8-2332
Bruce Economy Store ---- TO 8-2075
Farmer's Store ----- TO 8-2125
Koehler's Market ----- TO 8-2025
(See Advertisement This Page)

Hardware

Bruce Hardware Co ----- TO 8-2045
Gamble Store ----- TO 8-2065
Vorce & Frogner Inc Weyerhauser 37J

Hatcheries

Bonek Hatchery ----- TO 8-3135

Hearing Aids

LADYSMITH HEARING SERVICE

HEARING TESTED
WITH AUDIOMETER
Dahlberg & Goldentone
Hearing Aids

L. Marvelli

119 W Miner -- Ladysmith 130W

Hotels

MacArthur Hotel ----- TO 8-2625

Insurance

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

Investments

Jamieson & Company
204 S Barstow Eau Claire TE 4-4142
(See Advertisement This Page)

Insulation Contractors**SPECIFICATIONS INC**

137 N Main ----- Rice Lake 371

JewelersBruce Jewelry Store ----- TO 8-3555
(See Advertisement This Page)**KEEPSAKE DIAMOND RINGS —**Bruce Jewelry Store
Bruce ----- TO 8-3555**Junk Dealers**

Anderson Raymond RFD 1 TO 8-3865

Lawyers

—See "Attorneys"

Livestock Breeding—Artificial

Burt William RFD 2 ----- TO 8-2951

Livestock Buyers

Coleman Wallace ----- TO 8-3045

LoansNational Farm Loan Association
202 W 2 N ----- Ladysmith 30**THORP PERSONAL LOANS —**Thorp Finance Corporation
"\$50 to \$5,000 or More"
120 Miner av E Ladysmith Wis
Call Long Distance -- Ladysmith 13**Lumber**Bruce Building & Supply -- TO 8-3115
Lampert Yards ----- TO 8-2705**Machine Shops**Figura Machine & Plastic Works
TO 8-2615
(See Advertisement This Page)**DIAMONDS****DIAL TO 8-3555**HAMILTON
BULOVA
ELGINGUARANTEED WATCH
& JEWELRY REPAIR
SPEEDOMETER REPAIR**BRUCE JEWELRY****FIGURA
MACHINE &
PLASTIC WORKS**

"MICHAEL FIGURA, OWNER"

Manufacturers of

- STORAGE FEED BINS
- 3 and 7½ TON FEED MIXERS
- TYPES OF FUEL TANKS & SEPTIC TANKS

MACHINE and
GENERAL REPAIRS

All Types of Welding

DIAL
TO 8-2615
BRUCE

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT



COMPLETE REPAIR
REBUILDING - OVERHAULING
OF
PULSATORS &
VACUUM PUMPS

ALL WORK GUARANTEED

Complete Line of
Surge Parts

**SURGE
SALES & SERVICE**

"Gerald Booth"

**DIAL TO 8-3605
BRUCE, WISCONSIN**

LOCATED ON MAIN STREET
3rd House South of School

Milking Machines

Surge Sales & Service ---- TO 8-3605
(See Advertisement This Page)

Mink Ranches

Clar-Mar Mink Ranch Inc
RFD 1 ---- TO 8-3585 or TO 8-3580

Motels

Amacoy Motel RFD 2 ---- TO 8-2335
(See Advertisement This Page)
Austin's Motor Court ----- TO 8-3025

Newspapers

Bruce News-Letter ----- TO 8-2195

AMACOY MOTEL

**REST & RELAX
IN OUR SPACIOUS
MODERN UNITS**

ACROSS FROM AMACOY LAKE

Located 5 Miles South
of Bruce on Hwy 40

• **DIAL TO 8-2335** •

BRUCE WISCONSIN

If

you want more business

you can get it

by using space

like this

in the

**CLASSIFIED
TELEPHONE
DIRECTORY**



Why not try it?

Oil Distributors

Quinn Oil Co ----- TO 8-3285
 Standard Oil Co ----- TO 8-2755
 (See Advertisement This Page)
 Tatro Kent Oil Co ----- TO 8-3205
 (See Advertisement This Page)

Oils—Fuel

Pete's Bulk Service RFD 2 TO 8-4265

Optometrists

Jacobson Dr Edward M
 122½ N Main ----- Rice Lake 72
 Marvelli Dr L B
 "Contact Lenses"
 119 Miner av West Ladysmith 130W

Physicians & Surgeons

Whalen M L ----- TO 8-2425
 Residence ----- TO 8-2421

Radio Sales & Service

Selinske Radio & TV Repair TO 8-4205

Railroads

Soo Line Depot ----- TO 8-2085

Refrigeration Service

Elliott Refrigeration ----- TO 8-3395

**PRODUCTS**

**GAS - OIL
 DIESEL FUEL
 FUEL OIL**

**TANK WAGON DELIVERY
 DIAL TO 8-2755 BRUCE
 STANDARD OIL CO.
 CLAIRE B. TOWERS
 AGENT**

Look through these pages

to find who makes it,

who sells it, who fixes it.

KENT TATRO OIL CO.**GASOLINE****FUEL OIL**

DIAL
 TO 8-3205
 BRUCE

OR
 TO 8-3175

- CLEAN
- UNIFORM

- HIGH IN
HEAT VALUE



STATE INSPECTED METERED DELIVERY

TOWN & COUNTRY SERVICE
 KENT TATRO, AGENT

BRUCE

WISCONSIN

ATTENTION FARMERS

**WANTED
DEAD STOCK**

**PHONE TO 8-4095 BRUCE
(OR CALL US COLLECT)
PROMPT PICK UP**

**CHIPPEWA FALLS
RENDERING CO.**

**CALL LONG DISTANCE
CHIPPEWA FALLS**

OFFICE ----- PA 3-5759

WE PAY PHONE CALLS

CHIPPEWA FALLS, WIS.

Rendering Companies

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

Resorts

Amacoy Lake Resort RFD 2 TO 8-2139
(See Advertisement This Page)
Friendly Resort
RFD 3 New Auburn ---- TO 8-2575
Island Lake Resort
RFD 3 New Auburn ---- TO 8-2571
Kozel's Fireside Lodge
RFD 3 New Auburn ---- TO 8-2574
Lone Pine Lodge RFD 2 -- TO 8-3450
(See Advertisement This Page)
Musk Pyx Kamp RFD 2 -- TO 8-2334
Spade's Resort RFD 2 ---- TO 8-2338
Wonderspot Resort RFD 2 TO 8-2336

**DEAD
STOCK
WANTED**

**For Prompt Removal of
Your Dead or Disabled
HORSES & CATTLE
Call Us Collect**

PHONE LADYSMITH 588

OR BARRON LE 7-3050

We Pay Phone Charges

**INDIANHEAD
RENDERING CO.**

Barron, Wis.

**AL CAP'S
AMACOY LAKE
RESORT**

**FOOD SERVED
NITELY**

**Modern Cabins & Boats
Open Year 'Round**

**PHONE TO 8-2139
BRUCE**

Located 5 Mi. South on Hwy 40

**LONE PINE LODGE
HUNTING — FISHING**

**Located on Flambeau River
6 Miles S. of Bruce on "E"**

**SEMI-MODERN
HOUSEKEEPING CABINS
BOATS — BAIT
RIVER TRIPS
LUNCHES**

PHONE TO 8-3450

BRUCE

WISCONSIN

Restaurants

Bruce Bar ----- TO 8-2795
 (See Advertisement This Page)
 Ernie's Cafe ----- TO 8-2465
 Pete's Cafe & Truck Stop
 R2 ----- TO 8-9245
 (See Advertisement This Page)

Roofers

Specifications Inc
 137 N Main ----- Rice Lake 371

Sand & Gravel

Stevens & Sons Truck & Shovel
 Service --- TO 8-3371 or TO 8-4335

Schools

Bruce Public Schools ----- TO 8-2585
 Garage ----- TO 8-3435
 Island Lake School
 RFD 3 New Auburn ----- TO 8-2486

Septic Tanks—Cleaning

BELLOWS & BELLOWS

SEPTIC TANK CLEANING
 Anywhere - Any Time
 Sanitary Methods
 Trucking - Moving - Open and
 Closed Vans
 Our Prices Are Guaranteed
 to Be Right
 34 Years Successful Operation
 Cameron ----- Cameron-52

Service Stations

Blomberg's Fred Standard Station
 TO 8-9235PO
 (See Advertisement This Page)
 Fred's Cities Service ----- TO 8-3445
 Fuglsang Service Station -- TO 8-3125
 Martin's Tire & Supply Co TO 8-3175

Taverns


Bentz Island Lake Resort TO 8-2480
 I'm Alone Tavern RFD 1 -- TO 8-2374
 Klund's Harlowe RFD 2 -- TO 8-3640
 Pine Grove Tavern ----- TO 8-2270

Telephone Companies

Bruce Telephone Co ----- TO 8-2995
 Manager's Residence ---- TO 8-4095

Television

Knudson Radio & TV Service
 R2 ----- TO 8-3915
 Selinske Radio & TV Repair TO 8-4205
 (See Advertisement This Page)




**BRUCE
 BAR**

WINES — LIQUORS
 BEER

- SANDWICHES ANYTIME ●
- Fried Chicken Every Sunday
- All You Can Eat — \$1.00 ●

PHONE TO 8-2795

BRUCE WIS.



**PETE'S
 CAFE
 &
 TRUCK
 STOP**

Pat & Bernie Beaulieu, Prop.

HOME OF 5¢ CUP OF COFFEE

- PLATE LUNCHES ●
- CHICKEN IN A BASKET
- DIAL TO 8-9245 ●

BRUCE WIS.



**FRED'S
 SERVICE
 STATION**

GREASING — WASHING
 TIRE RECAPPING
 HEADQUARTERS
 ATLAS TIRES

DIAL ● TO 8-9235 ● BRUCE

**SELINSKE
 RADIO & TV REPAIR**

RCA VICTOR
 SALES & SERVICE

ANTENNA SALES & SERVICE

"We Service What We Sell"

DIAL — TO 8-4205 — BRUCE

MARTIN'S TIRE & SUPPLY CO.

FORMERLY
BRUCE TEXACO SERVICE



GAS
&
OIL



• PHONE •
TO 8-3175



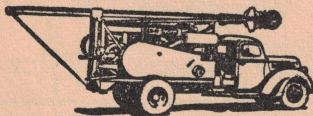
Wholesale Tire Distributor

"A Deal For Every Wheel"

BRUCE

WIS.

WILLIAM FIGURA WELL DRILLING & PLUMBING



DIAL TO 8-3876 BRUCE

- Water - Well Drilling
- Water Systems & Supplies
- Rural Plumbing & Trenching

DISPLAY ROOM LOCATED ON
HWY 40

2½ Miles South of BRUCE

Theatres

Bruce Theatre ----- TO 8-3235

Tires

Martin's Tire & Supply Co. TO 8-3175
(See Advertisement This Page)

Truck Sales & Service

CHEVROLET TASK-FORCE TRUCKS

MONEY SAVING
MODEL FOR
EVERY JOB!



"WHERE TO BUY THEM"

Blain Motor Co
TO 8-2745 or TO 8-3745

Trucking

Abbotts Haulers ----- TO 8-3255
Ewald Mrs Eggert Transfer TO 8-2385
Johnson Oscar ----- TO 8-2925
Moore Clifford ----- TO 8-4045

Undertakers

—See "Funeral Directors"

Upholstering

Blazek James RFD 1 ----- TO 8-4374

Veterinarians

BARKER G F

VETERINARIAN

107 Corbett av -- Ladysmith 945

Enger O M ----- Holcombe 17
(See Advertisement This Page)

Well Drilling

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

O. M. ENGER

VETERINARY
PHYSICIAN & SURGEON

We Speak for those who
can not speak for themselves

SMALL ANIMALS A
SPECIALTY

Hospital For Animals

• PHONE 17 •

If No Answer Call 17R
HOLCOMBE, WISCONSIN

HOW TO USE THE AUTOMATIC DIAL TELEPHONE

Always obtain the correct number from the telephone directory before you make a call.

When you have obtained the correct number, remove the receiver from the receiver hook, place it to your ear and listen for the DIAL TONE, which is a humming sound indicating that the line is clear and that the Central Office Equipment is ready to receive the number to be called. When heard, proceed as follows:

Place tip of the index finger of your right hand firmly in the opening in the Dial over the first digit of the number you are calling and rotate the DIAL clockwise until your finger strikes the FINGER STOP.

Remove the finger from the opening, allowing the DIAL to return freely to its normal position.

Perform the same operation with each of the digits in the number you are calling, place the receiver to your ear and listen.

If the line called is not busy you will hear the RINGING SIGNAL, which is an intermittent burring sound indicating that the telephone at the number is being rung. This will continue until the telephone at the called number is answered, or until you restore the receiver to the hook.

If the line called is busy, you will hear the BUSY SIGNAL, which is a rapid interrupted buzzing sound indicating that the line called is busy. In such instance restore the receiver to the receiver hook, and, after a reasonable length of time, make the call again. The connection cannot be completed by waiting for the BUSY SIGNAL to cease.

Always restore the receiver to the receiver hook when through talking or before making another call.

When your telephone is not in use, always keep the receiver on its hook; otherwise your line will be out of order.

Special Instructions To Party Line Subscribers

All rural telephones are equipped with a Push-button, which enables you to listen on the line before making a call. If you find that the line is busy you simply hang up the receiver and try your call later. In this way you will not disturb the conversation or dialing or party using the line. If the line is not in use press the button and you will then hear the dial tone and can complete your call. In answering the telephone on a Rural Line take off the receiver and push the button to talk.

On both rural and urban party lines the first three (3) numbers designate the number of the line. The last number designates the party. When dialing a number with the first 3 numbers the same as the first 3 numbers of your own number remove the receiver from the hook and listen for the dial tone. Then dial the directory number. When you complete dialing the number you will hear a busy signal. You will then hang up the receiver allowing the bell to ring for about 10 seconds, lift the receiver and wait for the called party to answer. If on a rural line push the button to talk. If on answering the telephone you hear a tick tock tone it is a signal that someone on your own line is calling. Please stay on the line and give them time to come back on the line to talk to you.

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



**Enjoy the convenience of an
EXTENSION PHONE**
in your bedroom



No need to run for the phone when it rings, have an extension phone right at your elbow. You'll be surprised how little it costs.

Decorator Colors

For the final touch have your extension phone in color. You have your choice of eight distinctive decorator colors.

**USE THE YELLOW PAGES
FOR YOUR SHOPPING CONVENIENCE**