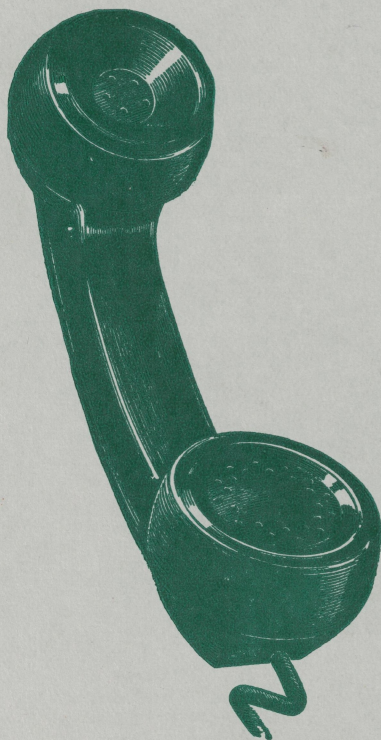


# BRUCE TELEPHONE DIRECTORY

*May 1962*



• EMERGENCY & SERVICE CALLS •

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

FOR GENERAL INFORMATION  
SEE INSIDE FRONT COVER



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

One of America's 3,200 Independent Telephone Companies



# GENERAL INFORMATION

## • Warning •

Wisconsin State Law (Statute 941.34) provides in part that "whoever intentionally refuses to yield or surrender the use of a party line to another person for the purpose of permitting such other person to report a fire or summon police, medical or other aid in case of an emergency, shall be fined not less than \$50.00 nor more than \$500.00", and "whoever intentionally asks for or requests the use of a party line on the pretext that an emergency exists, knowing that no emergency in fact exists, shall be fined not less than \$50.00 nor more than \$500.00". The law defines an "emergency" as a situation in which property or human life are in jeopardy and the prompt summoning of aid is essential".

## Long Distance

Station-to-station service is the simplest form of long distance service and consequently is completed with the greatest speed and at the lowest cost. This class of service may be used where it is satisfactory to establish connection with anyone who answers the called telephone. The rates for station-to-station calls are less than the rates for person-to-person calls.

Person-to-person service is the form of long distance service used to reach a particular person. The rates for person-to-person calls are somewhat higher than the rates for station-to-station calls.

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

Collect Calls: If you wish the Person you are calling to pay the charges, please notify the operator when you place the call. This may be done on both station-to-station and person-to-person calls without extra cost except on station-to-station calls of 20¢ or less for the initial period. These take a higher rate when placed collect.

## Service Difficulties

Report service troubles promptly to the office. The Company will appreciate such calls and will act immediately to correct such difficulty. Broken poles, wires and other faults which might endanger life or property should be brought to the attention of the Company.

## Use of Foreign Equipment

The Company is responsible for satisfactory service and it cannot therefore permit the use of any equipment or other apparatus by customers in connection with that furnished by the Company.

## Directory

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

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

## Rates, Rules and Regulations

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







# HOW TO USE THE DIAL TELEPHONE

## GENERAL

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

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

## HOW TO DIAL

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

## AUTOMATIC CONVERSATION TIME DISCONNECT

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

## HOW TO CALL ANOTHER PARTY ON YOUR PARTY

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

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

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



## BRUCE

*Alphabetical Telephone Directory*

(TO = TOWNSEND)

## A

Abbotts Haulers -----	TO 8-3255
Adams Arthur H r RFD 2 -----	TO 8-3459
Adams Billy r RFD 2 -----	TO 8-2307
Adams John 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 Mrs Evelyn r -----	TO 8-2055
Alvey Sam r RFD 1 -----	TO 8-2162
<b>AMACOY LAKE MOTEL</b> RFD 2 -----	TO 8-2335
Amacoy Lake Resort RFD 2 -----	TO 8-2139
Amacoy Store RFD 2 -----	TO 8-2332
Amberger Robert r RFD 1 -----	TO 8-3984
Amble Thomas r RFD 2 -----	TO 8-2137
<b>AMERICAN BREEDERS</b> -----	*TO 8-4425
<b>ANDERSON ERNEST</b> trucker RFD 1 --	TO 8-2323
Anderson Lester & Leonard r RFD 1 ----	TO 8-3991
Anderson Raymond r RFD 1 -----	TO 8-3865
Arey L S r RFD 1 -----	TO 8-2161
Atkinson Bruce r RFD 1 -----	TO 8-3986
Atwood Charles Sr r RFD 2 -----	TO 8-3870
Atwood Dale r RFD 2 -----	TO 8-3871
Atwood John r RFD 2 -----	TO 8-3877
Atwood Ronald r RFD 2 -----	TO 8-3931
Austin Fred R "66" 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
Balin Charles r RFD 3 New Auburn ----	TO 8-4089
Barber Shop -----	*TO 8-3121
Barney A J r -----	TO 8-4225
Bartlett M C r RFD 2 -----	TO 8-2361
Bartlett Rod r RFD 2 -----	TO 8-3882
Bauer Mervin r RFD 1 -----	*TO 8-2376
Beaulieu Mrs Adelor r -----	TO 8-2265
Beaulieu Darrell r RFD 1 -----	TO 8-4002
Bebie Mrs Frances r -----	TO 8-3612
Beebe Mrs C A r RFD 2 -----	TO 8-3893
Beebe Roy r RFD 2 -----	TO 8-3898

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

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



Behn Erwin (Erv) r RFD 2 .....	TO 8-4302
Beilfuss Bert r .....	TO 8-3575
Bennett Vernon r .....	TO 8-3533
Bennor Walter r RFD 1 .....	TO 8-2375
Benson Amiel r .....	TO 8-2415
Benson Arthur r RFD 1 .....	TO 8-4385
Benson Donald r RFD 1 .....	TO 8-3966
Benson Mrs Esther r RFD 1 .....	TO 8-2513
Benson James L r RFD 1 .....	TO 8-3100
Bernhardt Chris r .....	TO 8-3065
Bessler Ray r .....	TO 8-2845
Bettner Mrs Arthur r RFD 2 .....	TO 8-3644
Beyer Clifton r RFD 1 .....	TO 8-2377
Bien Fred r .....	TO 8-3771
<b>BILL'S NORTH STAR TRUCK STOP</b>	
RFD 2 .....	TO 8-4265
Billings Harold r .....	TO 8-2205
<b>BIRCHWOOD RESORT</b> RFD 2 .....	TO 8-3936
<b>BLAZEK JAMES</b> upholsterer	
RFD 1 Ladysmith .....	TO 8-2372
Blix Clifford r .....	TO 8-2060
Blodgett Herman r RFD 1 .....	TO 8-2534
Blodgett Howard r RFD 1 .....	TO 8-2326
Blomberg Walter r .....	TO 8-4145
Boehmer Mrs Malinda r .....	TO 8-3365
Bollman James r RFD 2 .....	TO 8-3455
Bollman Mrs Myrtle r RFD 2 .....	TO 8-3457
Bonek Harry r .....	TO 8-3135
Booher Charles LeRoy r RFD 1 .....	TO 8-2517
Booth Gerald r .....	*TO 8-3605
Boss Peter r .....	TO 8-4135
Brainerd Harry r RFD 2 .....	TO 8-3948
Brainerd Lyman r RFD 1 .....	TO 8-3998
Brezovsky Steve r RFD 1 .....	TO 8-2436
Briggs James H r RFD 1 .....	TO 8-3205
Briggs William r .....	TO 8-2853
Broad Ralph r RFD 2 .....	TO 8-3889
Bruce Agency insurance .....	TO 8-2155
<b>BRUCE BARBER SHOP</b> .....	TO 8-3121
Bruce Beauty Shop .....	TO 8-2035
Bruce Blacksmith Shop .....	TO 8-4175
<b>BRUCE BLOCK CO</b> (Cliff Morre) .....	*TO 8-4045
<b>BRUCE BOWLING CENTER</b> .....	TO 8-2495
Bruce Cafe .....	TO 8-2465
<b>BRUCE CLOTHING STORE</b> .....	TO 8-2975
Bruce Drug Store .....	*TO 8-2805
Bruce Economy Store .....	TO 8-2075
Bruce Electric Shop .....	TO 8-2945
<b>BRUCE HARDWARE CO</b> .....	TO 8-2045
<b>BRUCE JEWELRY STORE</b> .....	TO 8-3555
<b>BRUCE LUMBER &amp; SUPPLY</b> .....	TO 8-3115
Bruce News-Letter .....	TO 8-2195
Bruce North Shore Mfg Co sewing room	TO 8-2605
Cutting Room .....	TO 8-4405



<b>BRUCE PROCESSING &amp; MEAT MKT</b>	TO 8-2741
Bruce Public Schools -----	TO 8-2585
Garage -----	TO 8-3435
<b>BRUCE PUMP &amp; TRENCHING SERVICE</b>	TO 8-3395
<b>BRUCE TELEPHONE CO</b> -----	TO 8-2995
Manager's Residence -----	TO 8-4095
Bruce Theatre -----	TO 8-3235
Bruce Village Hall -----	TO 8-2185
Bruhn Mrs Carrie r RFD 2 -----	TO 8-2282
Bryant Leslie r RFD 2 -----	TO 8-2305
Buchholz Feed Store -----	TO 8-2735
<b>BUD'S SUPER SHELL STATION</b> -----	TO 8-3005
Burcalow Mrs Mildred & Wm r RFD 1 -----	TO 8-2566
Burgh Robert r RFD 1 -----	TO 8-3981
Burlingham Harold r RFD 1 -----	TO 8-2371
Burns Darwin r RFD 1 -----	TO 8-2550
Burns Mrs Lillian r RFD 1 -----	TO 8-3362
Burt William livestock breeder RFD 2 --	TO 8-2951
Button Roweland r -----	TO 8-2516

## C

Cabanowski William r RFD 2 -----	TO 8-3487
Calkins Mrs Beulah r RFD 3 New Auburn -----	TO 8-4088
Callahan V r RFD 2 -----	TO 8-3940
Callies Mrs George r -----	TO 8-4221
Callies Roger r RFD 2 -----	TO 8-4295
Cameron Russell r RFD 2 -----	TO 8-2558
Campbell Mrs H W r -----	TO 8-2885
Campbell Mrs Viva r RFD 2 -----	TO 8-4081
Campbell Walter r -----	TO 8-4495
Canaday William r RFD 2 -----	TO 8-2557
Carr John Jr r RFD 1 -----	TO 8-2961
Carr John "Jack" Sr r -----	TO 8-2782
Carter Stanley r -----	TO 8-3775
Case Lawrence r RFD 2 -----	TO 8-2957
Catholic Rectory -----	*TO 8-3475
Chandler Ray W r RFD 1 -----	TO 8-3956
Chez Ben r RFD 2 -----	TO 8-4338
<b>CHIPPEWA FALLS RENDERING CO</b> -----	*TO 8-4095
Christianson Audie L Jr r RFD 1 -----	TO 8-3154
Christianson Donald r RFD 1 -----	TO 8-3151
Church of Christ parsonage RFD 3 New Auburn -----	TO 8-2572
Clark William r RFD 2 -----	TO 8-2559
Clark Willis (Appolonia) r RFD 2 -----	TO 8-3868
Clark Willis (farm) r RFD 2 -----	TO 8-2409

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.



Clausen Harold r RFD 1 -----	TO 8-4003
Clausen Herman insurance -----	TO 8-3275
Clough Clarence r RFD 2 -----	TO 8-3887
Coleman Wallace livestock RFD 2 -----	TO 8-3045
Compton Mrs Elvira r RFD 2 -----	TO 8-2285
Compton Herbert r RFD 2 -----	TO 8-2285
Conover Fred r RFD 2 -----	TO 8-2404
Conover Mrs Jack r RFD 2 -----	TO 8-2402
Corderman Alvin r RFD 2 -----	TO 8-3932
Cox Jane r -----	TO 8-3835
Creighbaum Mrs Rex r RFD 2 -----	TO 8-3453
Crotteau John r RFD 1 -----	TO 8-2530
Czekalski William r RFD 1 -----	TO 8-2533

**D**

Daily Mrs John r -----	TO 8-3415
Daily Vacation Bible School at Imalone RFD 1 -----	*TO 8-2370
Dairyland Electric Cooperative RFD 3 Ladysmith -----	TO 8-2366
<b>DAIRYLAND STATE BANK</b> -----	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
Danielson Kenneth r RFD 2 -----	*TO 8-9245PO
Dappen Glen r RFD 2 -----	TO 8-3902
Dauer Carl r -----	TO 8-3693
Daufenbach Carl r RFD 2 -----	TO 8-3890
Davis Lester r -----	TO 8-3265
Davis Robert r -----	TO 8-3264
Davison Mrs 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
Dietlein W F r RFD 3 New Auburn -----	TO 8-2481
Dillivan Bernard r RFD 1 -----	TO 8-2329
Dillivan Warren r RFD 1 -----	TO 8-3988
Doorn Delbert r RFD 1 -----	TO 8-3996
Doorn Louis r RFD 1 -----	TO 8-3995
Doorn Robert r -----	TO 8-3525
Doyle William r RFD 2 -----	TO 8-3885
Drake Wesley r RFD 1 -----	TO 8-3673
Draus John r RFD 2 -----	TO 8-3484
Drause Charles r RFD 2 -----	TO 8-4191
Ducommm Charles r RFD 2 Ladysmith -----	TO 8-2723
Duffey Dr John R cottage RFD 2 -----	TO 8-3938

**E**

<b>ED'S RADIO &amp; TV REPAIR</b> -----	*TO 8-4205
Effertz Henry r RFD 2 Weyerhauser -----	TO 8-2537
Effertz John r RFD 2 Weyerhauser -----	TO 8-4182
Effertz Matt r RFD 2 Weyerhauser -----	TO 8-4186
Egerer A W r -----	TO 8-3615
Ehmann Ed r RFD 3 Ladysmith -----	TO 8-2368
Eke Berger r RFD 2 -----	TO 8-3945
Ellison Noble r -----	TO 8-4451
Ellison Reeve r -----	TO 8-2595
Elwood Perry r -----	TO 8-2391



Emons Mrs Bertha r RFD 2 -----	TO 8-3456
Evenson Ralph r -----	TO 8-3633
Ewald Clayton r -----	TO 8-3015
Ewald Mrs Eggert Transfer -----	TO 8-2385
Ewald Harold r RFD 1 -----	TO 8-3671

**F**

Farmer's Store -----	TO 8-2125
Fawley Earl r RFD 2 -----	TO 8-2288
Fawley Joe r RFD 1 -----	TO 8-2514
Federated Church parsonage -----	TO 8-3565
Feller Arnold r -----	TO 8-2940
Feller Robert r -----	TO 8-4485
Felton Trueman r RFD 2 -----	TO 8-4082
Fetke Henry r RFD 1 -----	TO 8-2560
Fetting Barry r -----	TO 8-3691
Fetting David r -----	TO 8-3815
Fetting Dennis r -----	TO 8-2251
Fetting Manly r RFD 1 -----	TO 8-2320
Fetting Robert r RFD 1 -----	TO 8-2638
Figura John r RFD 1 -----	TO 8-3864
<b>FIGURA MACHINE &amp; PLASTICS WKS.</b> -----	TO 8-2615
Figura Michael r RFD 2 -----	TO 8-3927
Figura Wm r RFD 2 -----	*TO 8-3876
Figura Wm Well Drilling & Repairs RFD 2	TO 8-3876
Fiker Mrs Otto G r RFD 1 -----	TO 8-3361
Finke Norbert r RFD 1 -----	TO 8-3993
<b>FIRE CALLS</b> -----	*TO 8-2345
Fireside Lodge RFD 3 New Auburn -----	*TO 8-4085
Fleuter Carl r RFD 2 -----	TO 8-3930
Flohr Gust r RFD 1 -----	TO 8-3155
Frank's Bait Shop	
"Live & Artificial" RFD 1 -----	*TO 8-2529
Fred's "66" Station -----	TO 8-3445
Frenzel George r RFD 1 -----	TO 8-2522
<b>FRIENDLY RESORT</b> RFD 3 New Auburn	TO 8-2575
Frisinger Mrs Beryl r RFD 1 -----	TO 8-2438
Frisinger Wallace r RFD 1 -----	TO 8-2439
Frystak Mrs Frances r -----	TO 8-4171
Fuglsang John r -----	TO 8-2762
Fuller Robert r RFD 2 -----	TO 8-4339
Fults Harold r RFD 2 -----	TO 8-2280

**G**

Gamble Store -----	TO 8-2065
Gapinski Stanley r RFD 1 -----	TO 8-2523
Gauthier Henry r RFD 3 New Auburn -----	TO 8-2570
Gavin Mrs Dan r RFD 2 -----	TO 8-4102
Geraghty C E r -----	TO 8-2491
Gerken Kurt Sr r RFD 2 -----	TO 8-3641
Gibson George r -----	TO 8-3500
Girard George r RFD 3 Ladysmith -----	*TO 8-2366
Glotfelty Herman r RFD 2 -----	TO 8-2287
Gochee Diamond r RFD 1 -----	TO 8-3992
Gochee Ed r RFD 1 -----	TO 8-3990
Goff Earl r RFD 2 -----	TO 8-3875
Goff Herbert r RFD 2 -----	TO 8-3878



Gohde Lewis r RFD 2 -----	TO 8-2407
Gohde Ray r -----	TO 8-2905
Gordon Herbert r RFD 1 -----	TO 8-4821
Graves Floyd r RFD 1 -----	TO 8-2431
Green Acres Resort RFD 3 New Auburn --	TO 8-2576
Grening Carl r RFD 2 -----	TO 8-2369
Grening Walter r RFD 2 -----	TO 8-2363
Grieve Mrs Alvera r RFD 2 -----	TO 8-2362
Grubb Albert r RFD 1 -----	TO 8-2521
Gudis Charles r RFD 2 Ladysmith -----	TO 8-2272
Gudis James r RFD 1 -----	TO 8-2518
Gudis John r RFD 1 -----	TO 8-2324
Gundt Everett r RFD 2 Ladysmith -----	TO 8-3891
Gunn Clayton r RFD 2 -----	TO 8-3949
Gunn Frank r RFD 3 New Auburn -----	TO 8-4086
Guthridge Everett H r -----	TO 8-2761

**H**

Hagen John B r RFD 2 -----	TO 8-3642
Hagerty G A attorney -----	TO 8-2645
Residence -----	TO 8-2775
Hamilton Mrs Elmer r -----	TO 8-2781
Hansen N Y r -----	TO 8-2785
Hanson Alvin r RFD 2 -----	TO 8-4297
Hanson Gilbert r -----	TO 8-2841
Harris Mrs Chester r RFD 2 -----	TO 8-2406
Harris Mrs John C r RFD 2 -----	TO 8-2403
Harvey Mrs Allie r -----	TO 8-3195
Harvey Bill r -----	TO 8-3845
Harvey Mrs Carolyn r -----	TO 8-2165
Haskins Robert r RFD 2 -----	TO 8-2303
Hause Lloyd r -----	TO 8-2262
Hawley Myron r -----	TO 8-2255
Hayden Dale r RFD 1 -----	TO 8-2551
Hayden Lynn r RFD 1 -----	TO 8-2163
Hayden Mrs Ralph J r RFD 2 -----	TO 8-2552
Heath Sherman r RFD 1 -----	TO 8-2432
Hein Implement Co -----	TO 8-2455
Heintz James L r RFD 2 -----	TO 8-3643
<b>HELMER IMPLEMENT CO</b> RFD 1 -----	TO 8-3305
Helmer John r RFD 1 -----	TO 8-3300
Hemphill Arnold r -----	TO 8-3145
Hemphill Fay r -----	TO 8-3215
Hemphill's Radiator Service -----	TO 8-3215
Hemphill William r RFD 2 -----	TO 8-2304
<b>HENDRICKS BROS AUTO SALES</b> -----	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
<b>HIGGINS GARY P</b> veterinarian -----	TO 8-3785
Hilten Lester r RFD 1 -----	TO 8-2433
Hinaus Earl r -----	TO 8-3725
Hinaus Owen r RFD 1 -----	TO 8-2746
Hite Robert r RFD 3 New Auburn -----*	TO 8-2576
Hodgson Duane r -----	TO 8-3692
Hoedt Bernard r RFD 1 -----	TO 8-2525
Hoedt Frank r RFD 1 -----	TO 8-2529



Hoffelt Edmund r RFD 1 .....	TO 8-4005
Holly Donald r RFD 2 Ladysmith .....	TO 8-2726
Holmes William r RFD 2 .....	TO 8-2405
Hoople Bryon r RFD 2 .....	TO 8-3939
House Gilbert r RFD 2 .....	TO 8-2400
<b>HOUSEHOLDER'S ELECTRIC CO</b> .....	TO 8-3745
Householder Franklin r .....	TO 8-3745
Huiras Paul r RFD 2 .....	TO 8-2958
Huml Louis r .....	TO 8-4235
Huntington Ed r RFD 2 .....	TO 8-3647

## I

Imalone Tabernacle RFD 1 .....	TO 8-2370
Island Lake Church of Christ RFD 3 New Auburn .....	TO 8-2572
<b>ISLAND LAKE RESORT</b> R3 New Auburn	TO 8-2571
Iverson Ole r .....	TO 8-2460
Iverson William r .....	TO 8-2473

## J

<b>JACOBSON DR EDWARD M OD</b> 122½ N Main .....	Rice Lake CE 4-3113
Jandrt Mrs Rudy r .....	TO 8-2851
Janikowski Stanley r RFD 3 New Auburn*	TO 8-2578
Janoszek Joe r RFD 2 .....	TO 8-3458
Janowski George r RFD 2 .....	TO 8-2955
Jaskowiak Stanley r RFD 2 Weyerhauser	TO 8-4183
Jenkins Ralph D r .....	TO 8-3345
Jenson LeRoy r .....	TO 8-4465
Johnson Albert C r RFD 2 .....	TO 8-2956
Johnson Clarence r RFD 2 .....	TO 8-2959
Johnson Ferdinand "Fordie" r RFD 1	TO 8-3375
Johnson Forest r RFD 2 Weyerhauser	TO 8-2535
Johnson Gene r RFD 1 .....	TO 8-3150
Johnson James r RFD 1 .....	TO 8-2920
Johnson Mrs Laura & Vernon r RFD 1	TO 8-3152
Johnson Oscar trucker .....	TO 8-2925
Jones Ronald r .....	TO 8-2412
Joyner Allen r RFD 1 .....	TO 8-3866
Joyner Elmer r RFD 1 .....	TO 8-2531

## K

Kahl John r RFD 1 .....	TO 8-2527
Kahn Frank r RFD 2 .....	TO 8-2401
Keeley Lillian r RFD 2 .....	*TO 8-3936
Keith Edgar r RFD 2 .....	TO 8-2673
Keith John r RFD 2 .....	TO 8-2306
Keith Perry r .....	TO 8-3661
Keith Rodney r .....	TO 8-3765

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.



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
Kirk Walter B r RFD 1 Weyerhauser	TO 8-4367
Kisling Al r RFD 2	TO 8-2413
Kisling Mrs Clara r	TO 8-3261
Klaar Otto r RFD 3 New Auburn	TO 8-4369
Klarkowski Ambrose r	TO 8-2913
Klein Maurice r	TO 8-3325
Klund's Harlowe tavern RFD 2	TO 8-3640

**KNUDSON RADIO & TV SERVICE**

RFD 2	TO 8-3915
Koehler Ed r	TO 8-2842
Kohler Leslie r RFD 1	TO 8-3108
Kopras Edmund r	TO 8-3701
Kosnak Si r RFD 2 Weyerhauser	TO 8-4181
Kovacevich John r	TO 8-3715
Kovacevich Nick r RFD 2	TO 8-2553
Kovacevich Pete r RFD 1	TO 8-2263
Kozel's Fireside Lodge R 3 New Auburn	TO 8-4085
Kraeuche George r RFD 1	TO 8-3987
Kraft Shop RFD 3 New Auburn	TO 8-2578
Kramer Raymond r RFD 2	TO 8-2355
Kramer Robert r RFD 2	TO 8-4103
Kramer Vernon r RFD 3 New Auburn	TO 8-2488
Krebs Rudolph r RFD 1	TO 8-2164
Krzyzaniak Mrs Stella r	
RFD 2 Weyerhauser	TO 8-4187
Kudingo Kenneth r RFD 1	TO 8-3983

**L**

LaBlonde E C r RFD 2	TO 8-3943
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**LADYSMITH FLOWER SHOP & GREENHOUSES**

909 First St south      Ladysmith 84W

If no answer call      Ladysmith 871

Lalan Jack r RFD 1	TO 8-3185
Lampert Yards Inc lumber	TO 8-2705
Lancaster Col J L r RFD 2 Ladysmith	TO 8-3896
Langhoff Del r RFD 1	TO 8-3581
Larson Mrs Minnie r RFD 1	TO 8-3101
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
<b>LEON'S TEXACO</b>	TO 8-3125
Lepley Bernal r	TO 8-4071
Lepley Lynn r RFD 1	TO 8-4001
Loftus Timothy r RFD 2	TO 8-4303
Lone Pine Lodge RFD 2	TO 8-3450
Loomis Charles r RFD 1	TO 8-3153
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 8-2574
Lundgren Axel r RFD 1	TO 8-3999
Lysdahl F W r RFD 2	TO 8-2339



## M

MacArthur Dougal r RFD 1 .....	TO 8-3963
<b>MACARTHUR HOTEL</b> .....	TO 8-2625
MacArthur Lyall r RFD 1 .....	TO 8-3961
<b>MADDOCK'S DRUG STORE</b> .....	TO 8-2805
Maddocks Raymond r .....	TO 8-3681
Madison Glen r RFD 2 .....	TO 8-4350
Mahoney Basil r RFD 2 .....	TO 8-3935
Malaise Clayton r .....	TO 8-4035
Manderfeld Ed r RFD 2 .....	TO 8-3881
<b>MANOSKY DAVID J</b> tel co mgr ofc ----*	TO 8-2995
Residence .....	TO 8-4095
Children's Telephone .....	TO 8-3735
Manosky Farm r RFD 1 .....	TO 8-2895
Mansky Roman r RFD 1 .....	TO 8-3157
Martin Gerald M r RFD 2 .....	TO 8-2337
Martin's Tire & Supply Co .....	TO 8-3175
Martindale Donald r RFD 2 .....	TO 8-2286
Martindale Harold r RFD 2 .....	TO 8-2131
Martindale Robert r RFD 2 .....	TO 8-3886
Martindale Mrs Walter r RFD 2 .....	TO 8-2132
Mattison Glenn r RFD 1 .....	TO 8-3107
Mattison Lew r RFD 1 .....	TO 8-3105
Mattison Richard r RFD 1 .....	TO 8-3973
Mawson Mrs Joe r RFD 2 .....	TO 8-3483
Mayer Niel r RFD 1 .....	TO 8-3965
Mayou Carl r RFD 2 Ladysmith .....	TO 8-4327
McCann Allen r RFD 1 .....	TO 8-3861
McCracken Harold r RFD 3 New Auburn ..	TO 8-2485
McCracken I F r RFD 3 New Auburn ...	TO 8-2483
McCrackin Ernest r RFD 3 New Auburn ..	TO 8-2571
McCrillis John H r RFD 2 .....	TO 8-3645
McCumber Kenneth r RFD 2 .....	TO 8-2953
McDonald Art r .....	TO 8-2932
McDonald Edward r .....	TO 8-3795
McDonald William r .....	TO 8-3522
<b>McELRAVY FUNERAL HOME</b>	
120 Fritz ave .....	Ladysmith 433
McGinnis Chester r RFD 1 .....	TO 8-2562
McHugh York r RFD 2 .....	TO 8-3488
McLean John r RFD 2 .....	TO 8-3451
Mead Ben r .....	TO 8-2811
Mead Earl r RFD 1 .....	TO 8-2328
Meisegeier Edward Dairy Products RFD 2	TO 8-3895
Meisegeier Gary r RFD 2 .....	TO 8-3924
Meisegeier Warren r RFD 2 .....	TO 8-3925
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
Minniatt E L r .....	*TO 8-2631
<b>MIRR FUNERAL HOME</b> .....	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 Howard r -----	*TO 8-3095
<b>MOON OIL COMPANY</b> -----	TO 8-3095
Moon Nyle r -----	TO 8-3090
<b>MOORE CLIFFORD</b> trucker -----	TO 8-4045
Moore Seth r RFD 1 -----	TO 8-3962
Moore Stanley r RFD 1 -----	TO 8-2556
Moser Orval r -----	TO 8-2843
Murtha Harry r RFD 1 -----	TO 8-2519
Myers Mrs James r RFD 2 Ladysmith --	TO 8-2728

**N**

Nachtwey Mrs W J r RFD 1 -----	TO 8-3955
Nathaniel Lutheran Church parsonage --*	TO 8-4451
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 Mrs Morris r RFD 2 Ladysmith --	TO 8-2279
Nelson Russell r -----	TO 8-2040
Newhagen Rev Olaf r RFD 1 -----	*TO 8-2370
Noller John r -----	TO 8-2411
North Star Dairy -----	TO 8-2295

**NORTHERN PROVED SIRE SERVICE**

Box 228 Ladysmith -----	TO 8-4425
Northwest Mink Ranches Inc RFD 1 ----	TO 8-3581
If No Answer Call -----	TO 8-3580
<b>NORTHWESTERN LOAN CORP</b> -----	TO 8-3385
Novander Richard r -----	TO 8-2933

**O**

Oberling R B r RFD 2 -----	TO 8-4084
Olesiak Walter r RFD 1 -----	TO 8-3976
Oleson Orville r RFD 2 -----	TO 8-3920
Oleson Mrs Oscar r -----	TO 8-3263
Olson Freebert r RFD 1 -----	TO 8-2435
Olson Mrs Henry r RFD 2 -----	TO 8-3922
Olson James r -----	TO 8-4435
Olson Paul r RFD 1 -----	TO 8-3159

**P**

Paddock Charles r RFD 1 -----	TO 8-3978
Paddock Nathan r RFD 1 -----	TO 8-2434
Paddock Thomas r RFD 1 -----	TO 8-2635
Passineau William C r RFD 2 -----	TO 8-4083
Paszak Bill r RFD 2 -----	TO 8-3879
Paulson Construction Co -----	TO 8-3315
Paulson Donald r RFD 2 -----	TO 8-3905
Peck Alvin r RFD 1 -----	TO 8-3989
Pennington Palmer r -----	TO 8-4101
Perkovich Mike r RFD 1 -----	TO 8-3158
<b>PETER PAN CLEANERS</b> -----	TO 8-3355
Peters Ralph r -----	TO 8-4025
Petersen John A r RFD 1 -----	TO 8-2520
Peterson Mrs Elmer r RFD 2 -----	TO 8-3821
Peterson Elvina r -----	TO 8-2261
Peterson Glenn r RFD 1 -----	TO 8-2634



Peterson Henry J r RFD 2 Ladysmith	----	TO 8-2724
Peterson Leland r RFD 2	-----	TO 8-3085
Peterson Roy N r	-----	TO 8-3665
Peterson W J r	-----	TO 8-4105
Peterson William r RFD 2 Ladysmith	----	TO 8-2275

**PETE'S CAFE & TRUCK STOP**

RFD 2	-----	TO 8-9245PO
Pfefferle Ray r RFD 2 Ladysmith	----	TO 8-3892
Pine Grove Tavern RFD 2	-----	TO 8-4290
Pinney B A r	-----	TO 8-3694
Pinnow Bernard r RFD 2	-----	TO 8-2367
Plaszcz Frank r RFD 2	-----	TO 8-3485
<b>POLICE</b>	-----	TO 8-2278
If no answer call	-----	TO 8-2185
Ponsler Charles r RFD 1	-----	TO 8-2471
Potter Mrs Ralph r	-----	TO 8-2395
Powers Duane r RFD 2	-----	TO 8-4255
Prosser Charles r RFD 2	-----	TO 8-4838

**Q**

Quade Donlad r RFD 1	-----	TO 8-2515
Quinn Albert r	-----	TO 8-3280
<b>QUINN OIL CO</b>	-----	TO 8-3285

**R**

Ramsey John W r	-----	TO 8-2855
Rasmussen Lyle r RFD 1	-----	TO 8-2510
Rayment C A r RFD 2	-----	TO 8-2136
Reichel Mrs Al r	-----	TO 8-3705
Reichel Andy r RFD 1	-----	TO 8-2639
Reichel Clayton r RFD 1	-----	TO 8-2630
Reichel George r RFD 1	-----	TO 8-2637
Reichel Henry r RFD 1	-----	TO 8-2636
Rethwisch Harold r RFD 2	-----	TO 8-4296
Robbins Elmer r RFD 1	-----	TO 8-3994
Robinson Mrs Charlotte r RFD 2	----	TO 8-3862
Rolstad Virgil L r	-----	TO 8-4015
Root Byron r RFD 2 Ladysmith	----	TO 8-2720
Root Mrs Ross r RFD 2 Ladysmith	----	TO 8-2720
Ryall Arthur r RFD 1	-----	TO 8-4345
Ryall Ike r RFD 1	-----	TO 8-3980
Ryall Mrs Marilyn r	-----	TO 8-3523

**S**

St John Ed r RFD 3 New Auburn	----	TO 8-2577
St Louis Maurice r	-----	TO 8-2683
St Mary's Rectory	-----	TO 8-3475
St Mary's Catholic Church	-----*	TO 8-3475
Sargent Leonard L r	-----	TO 8-2912
Sauer Donald r	-----	TO 8-3295
Scheel Carl r RFD 1 Ladysmith	----	TO 8-2378
Schiefelbein Ben r	-----	TO 8-3595
Schiessl Adam r RFD 2	-----	TO 8-3883
Schillinger Ernest r RFD 2	-----	TO 8-4306
Schipper Rev Robert r	-----	TO 8-3475
Schmidt William r	-----	TO 8-3675
Schmitz Henry r RFD 1	-----	TO 8-4000
Schott Alex r RFD 1	-----	TO 8-2526



Schroeder Irvin r -----	TO 8-2935
<b>SCHULTZ E H</b> rentist RFD 1 -----	TO 8-2985
Schultz Elizabeth r -----	TO 8-4285
Schultz Robert r -----	TO 8-2665
Scoles Jack r RFD 1 -----	TO 8-3997
Selinske Edward r -----	TO 8-4205
Selinske Radio & TV Repair -----	TO 8-4205
Severin Mrs Harold r RFD 2 -----	TO 8-2408
Shearman Mrs May r RFD 1 -----	TO 8-4341
Sheffield Richard r RFD 2 -----	TO 8-2672
Shimko Robert r RFD 1 -----	TO 8-2524
Shydowski Tony r RFD 2 -----	TO 8-3933
Sieck Henry & Jens r RFD 1 -----	TO 8-3971
Siglin Jack r -----	TO 8-3825
Simpson William r -----	TO 8-3635
Sims Archie (Nick) r -----	TO 8-4121
Siverling Gerald r -----	TO 8-2863
Sizemore Mrs Carol r -----	TO 8-2861
Skafer Markus Apartments -----	TO 8-3655
Skogen Eldon r -----	TO 8-3755
Skorupa Albert r -----	TO 8-4141
Sleider Vincent r RFD 1 -----	TO 8-4344
Slesar E J r RFD 2 -----	TO 8-3921
Smith Gilbert r RFD 2 -----	TO 8-3888
Smith Hugh r RFD 2 -----	TO 8-2302
Smith John E r -----	TO 8-2145
Snowflake Hereford Ranch RFD 1 -----	TO 8-2631
Sobkoviak Joseph r -----	TO 8-2881
Soo Line Depot -----	TO 8-2085
Sorensen Hans C r -----	TO 8-2682
Sorensen Rose r -----	*TO 8-2155
Sorrels Mrs Marianna r RFD 2 -----	TO 8-4319
Spade's Resort RFD 2 -----	TO 8-2338
Spoolhoff Case r -----	TO 8-2511
Spoolhoff Rense r -----	TO 8-3262
Stahmann L E r -----	TO 8-2105
<b>STANDARD OIL CO</b> -----	TO 8-2750
Steckel Richard r -----	TO 8-3055
Stefczak Edmund r RFD 2 -----	TO 8-2138
<b>STEFFEK MIKE TAVERN &amp; STORE</b> RFD 3 New Auburn -----	TO 8-2480
<b>STEHBERGER'S SUNNY SLOPE</b> <b>RESORT</b> RFD 2 -----	TO 8-2134
<b>STERLING AGENCY</b> insurance -----	TO 8-3545
Stevens & Sons Truck & Shovel Service RFD 2 -----	TO 8-3371 or TO 8-4335
Stevens David r RFD 2 -----	TO 8-3486
Stevens Frank r RFD 2 -----	TO 8-2130
Stevens George r RFD 2 -----	TO 8-2135
Stevens Harold r RFD 2 -----	TO 8-3934
Stevens Mrs Mabel r RFD 2 -----	TO 8-2330
Stevens Max r RFD 1 -----	TO 8-3371
<b>STEVENS STANDARD STATION</b> -----	TO 8-4425
Stevens Woodrow r RFD 2 -----	TO 8-4335
Stoll Fred E Jr r RFD 2 -----	TO 8-2579
Stone Herbert P r RFD 2 -----	TO 8-3937



Strand Douglas L r .....	TO 8-4055
Stratton Harold r RFD 3 New Auburn ..	TO 8-2482
Stromberg Albin r RFD 1 .....	TO 8-4384
<b>SURGE SALES &amp; SERVICE</b> .....	TO 8-3605
Sutton Vernon C r .....	TO 8-2013
Swada John r RFD 2 Weyerhauser .....	TO 8-4188
Swaney John r RFD 2 Weyerhauser .....	TO 8-4185
Swanson Melvin r .....	TO 8-3425
Sweet Mrs Edna r RFD 2 Ladysmith ..	*TO 8-3892
Szura Stanley r RFD 3 New Auburn .....	TO 8-4087

**T**

Tabat Joe r RFD 2 .....	TO 8-2133
Tall Pines Trailer Court RFD 2 .....	TO 8-4291
Tatro Mrs Dorothea r .....	TO 8-2715
Taylor Duane r RFD 2 .....	TO 8-3947
Taylor Larry r RFD 2 .....	TO 8-3944
Templeton L W r RFD 1 .....	TO 8-3156
Thaler Calvin r RFD 1 .....	TO 8-3972
Thorpe Charles W tavern RFD 1 .....	TO 8-2374
Tibbits Mrs Bethyl r .....	TO 8-4231
Tiegs Mrs Florence r RFD 1 .....	TO 8-2965
Tiegs Otto r RFD 1 .....	TO 8-3103
Toepfer Louis r RFD 1 .....	TO 8-3672
Tomasovich Louis r RFD 2 Ladysmith ..	TO 8-2727
Tomczak George C r RFD 2 .....	TO 8-2952
Towers Claire B r .....	TO 8-2755
Towers Gilbert r RFD 1 .....	TO 8-3860
Towers May r .....	TO 8-2825
Towers Roland r .....	TO 8-2750
Triplett Archie r RFD 1 .....	TO 8-2327
Triplett Ralph r RFD 1 .....	TO 8-2322
Trott Byron r RFD 2 Ladysmith .....	TO 8-2721
Truman Wayne r RFD 1 .....	TO 8-2532
Turner Charles r RFD 2 .....	TO 8-3941

**U**

Urmanski Frank r RFD 2 .....	TO 8-2281
------------------------------	-----------

**V**

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

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.



## W

Wagon Wheel Grocery & Tavern RFD 1	TO 8-2376
Waite Ira r RFD 2 Ladysmith	TO 8-2725
Waite James r	TO 8-2815
Waite Joe r	TO 8-2765
Walker C V r	TO 8-2545
Walker Rev Ralph church office & parsonage	TO 8-3565
Weinert Conrad Jr r RFD 2 Weyerhauser	TO 8-4180
Weinert Konrad r RFD 1	TO 8-3977
Weinert Walter r RFD 1	TO 8-3975
Weirzba Mike r RFD 2	TO 8-3482
Weld Clifton r RFD 2	TO 8-2554
Weld Mrs Warren r	TO 8-4022
Wester Blair r RFD 2	TO 8-3649
Wester Clair r RFD 2	TO 8-3646
Westlund Kenneth r	TO 8-4475
<b>WHALEN DR M L</b> physician ofc	TO 8-2425
Residence	TO 8-2421
White Archie r RFD 2 Ladysmith	TO 8-3897
Wichman Henry r	TO 8-3611
Williams James r	TO 8-3363
Willis Mrs George E r	TO 8-2445
Willis Mrs Gladys r RFD New Auburn	TO 8-4361
Willoughby Leweldon r RFD 1	TO 8-2325
Wilson L E r RFD 2 Ladysmith	TO 8-2277
Wilson Mrs Robert W r	TO 8-4445
Wisherd Mrs Frank r	TO 8-2875
Wisherd Ivan r RFD 2	TO 8-4291
Wonderspot Resort RFD 2	TO 8-2336
Wood Bernard r RFD 3 New Auburn	TO 8-2489
Wood Ray r RFD 2	TO 8-3454
Woodmansee Alvin atty ofc	TO 8-4415
Residence	*TO 8-3165
Woodmansee George r	TO 8-3165
Woodmansee Herbert r	TO 8-2315
Woodmansee Robert r	TO 8-2655
Woodmansee Roderick r	TO 8-3245
Worrall Mrs Donald E r RFD 1	TO 8-3968
Wright Ivan r RFD 1	TO 8-4004
Wuethrich Mrs Ernest r	TO 8-3634

## Z

Zalesny Frank r RFD 2	TO 8-3481
Zebro Albert r	TO 8-3035
Zehner Clarence r RFD 3 Ladysmith	TO 8-2360
Zehner Howard r	TO 8-3695
Zehner Raymond r RFD 3 Ladysmith	TO 8-2365
Zelm Arnold r RFD 2 Ladysmith	TO 8-2278
Zielke Henry r	TO 8-2442
Zielke Robert r	TO 8-3231
Zimmerman Andrew r RFD 2	TO 8-2954
Zimmerman Henry r RFD 2	TO 8-3946
Zimmerman Richard r RFD 1	TO 8-3985



# BRUCE CLASSIFIED TELEPHONE DIRECTORY

*Listing*

## BUSINESSES & SERVICES

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

• **YOUR SHOPPING GUIDE** •

### Accountants—Certified Public

Otto Albert  
111 W2 S ..... Ladysmith 515

### Advertising—Telephone Directory

**HORNE DIRECTORY CO**  
for  
ADVERTISING  
in the  
"YELLOW PAGES"  
of this or any telephone directory  
409 E Main Madison AL 6-1647

### Agricultural Implements

—See "Farm Implements"

### Ambulance Service

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

### Artificial Breeding—Livestock

Burt Wm RFD 2 ..... TO 8-2951  
Northern Proved Sire Service  
Box 228 Ladysmith .... TO 8-4425

### Attorneys

Hagerty G A ..... TO 8-2645  
Woodmansee Alvin ..... TO 8-4415  
Young Rodney Lee  
102½ W 2nd N ..... Ladysmith 333

## HENDRICKS BROS. AUTO SALES



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



**INTERNATIONAL  
TRUCKS  
SALES & SERVICE**

• **WRECKER SERVICE** •

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

**PHONE TO 8-2095**

**NITES - CALL TO 8-3495**

**"YOUR COUNTY MERCURY - RAMBLER DEALER"**



# DAIRYLAND STATE BANK

BRUCE, WISCONSIN

STATIONS AT  
SHELDON and EXELAND



**COMPLETE BANKING SERVICE**

- SEE US FOR ALL YOUR
- FINANCIAL NEEDS ●

**WE INVITE YOUR BUSINESS**

- PHONES ●

BRUCE ..... TO 8-2175

EXELAND ..... SHELDON  
943-2581 ..... 452-2635

# BRUCE BOWLING CENTER

“SHOW PLACE OF THE NORTHWEST”

- Carroll and Rita Geraghty ●

Visit Our Famous  
Cocktail Lounge

- DIAL TO 8-2495 ●

BRUCE, WISCONSIN

Look through these pages

to find who makes it,

who sells it, who fixes it.

## Automobile Body Shops

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

## Automobile Dealers—New Cars

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

## MERCURY SALES AND SERVICE

QUALITY HEADQUARTERS  
FOR SALES AND SERVICE-

MERCURY MERCURY MERCURY  
COMET METEOR MONTEREY



“WHERE TO BUY THEM”

Hendricks Bros Auto Sales  
Main st ..... TO 8-2095

## RAMBLER SALES AND SERVICE

WORLD STANDARD  
OF  
COMPACT CAR  
EXCELLENCE

# RAMBLER

“FOR INFORMATION CALL”

Hendricks Bros Auto Sales  
Main st ..... TO 8-2095

## Automobile Gasoline Stations

—See “Service Stations”

## Automobile Radiators—Repairing

Hemphill's Radiator Service TO 8-3215

## Automobile Repair & Service

—See “Garages”

## Bait—Fish

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

## Banks

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

## Barber Shops

Bruce Barber Shop ..... TO 8-3121

## Beauty Parlors

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

## Blacksmith Shops

Bruce Blacksmith Shop .... TO 8-4175

## Bowling Lanes

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

## Building Materials—Retail

Lampert Yards ..... TO 8-2705

## Chiropractors

Fenander Dr A V  
206 W 2nd N ..... Ladysmith 507

## Churches

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



**Cleaners & Dyers**

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

**Clothing**

Bruce Clothing Store ..... TO 8-2975

**Clothing Manufacturers**

Bruce North Shore Mfg Co TO 8-2605

**Concrete Blocks**

**FEHR CONCRETE PRODUCTS INC**

Concrete - Cinder  
Aglite Blocks

Concrete Culvert & Sewer Pipe  
Septic Tanks and Dry Wells  
Factory Cast Concrete  
Floor System

See Your Dealer or Contact Us  
Rice Lake ..... CE 4-7441  
Eau Claire ..... TEmple 2-6683

**Concrete—Ready Mixed**

Ladysmith Ready Mixed Concrete  
Co Inc  
South av W ..... Ladysmith 56

**Contractors—General**

Paulson Const Co ..... TO 8-3315

**Dairy Products**

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

**Dead Stock Removal**

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

**Dentists**

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

**Department Stores**

Ditman'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)  
(Continued Next Page)

*Ditman's*

Ladysmith

• PHONE 23 •

"Complete Selections  
at Fair Prices"

**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 ●
- AFTER HOURS TO 8-3681
- BRUCE, WISCONSIN

# SPEIDEL'S DRUG STORE

Compounding Prescriptions  
Our Specialty



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

Phone 47

SPEIDEL & SPEIDEL

LADYSMITH, WISCONSIN

## ELECTRICAL WIRING & REPAIR

- Residential ● Commercial
- Industrial



DIAL  
TO 8-2945

BRUCE ELECTRIC  
SERVICE

"Arnold Feller & Son"

## Drug Stores—(Cont'd.)

- Maddock's Drug Store ..... TO 8-2805  
(See Advertisement This Page)
- Speidel's Drug Store .. Ladysmith 47  
(See Advertisement This Page)

## Electric Light & Power

- Dairyland Electric Cooperative
- Sub-station ..... TO 8-2366

## Electrical Contractors

- Bruce Electric Shop ..... TO 8-2945  
(See Advertisement This Page)
- Householder's Electric Co . TO 8-3745

## Farm Implements

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

## PATZ FARM EQUIPMENT

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



SALES & SERVICE

"FOR INFORMATION CALL"  
"DEALER"

- Mahoney Basil
- RFD 2 ..... TO 8-3935

## Feed

- Buchholz Feed Store ..... TO 8-2735

## Filling Stations

—See "Service Stations"

## Florists

- LADYSMITH FLOWER SHOP & GREENHOUSES
- 909 First St S ..... Ladysmith 84W
- If no answer call .... Ladysmith 87J

## Funeral Directors

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

*McElravy*

FUNERAL HOME, INC.  
SERVING THIS COMMUNITY  
FOR 30 YEARS



● PHONE ●  
4 3 3

Ladysmith, Wis.  
120 Fritz Ave., E.



**Funeral Directors—(Cont'd.)**

**MIRR FUNERAL HOME** TO 8-4155  
 If No Answer Call -- Ladysmith 481  
 (See Advertisement This Page)

**Garages**

Hendricks Bros Auto Sales TO 8-2095

**Gas—Bottled & Bulk**

Bruce Hardware Co ----- TO 8-2045  
 Vorce & Frogner Inc  
 Weyerhauser ----- 353-4481  
 (See Advertisement This Page)

**General Stores**

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

**Government Offices**

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

**Grocers**

Amacoy Store RFD 2 ----- TO 8-2332  
 Bruce Economy Store ----- TO 8-2075  
 Farmer's Store ----- TO 8-2125

**Hardware**

Bruce Hardware Co ----- TO 8-2045  
 (See Advertisement This Page)  
 Gamble Store ----- TO 8-2065  
 Vorce & Frogner Inc  
 Weyerhauser ----- 353-4481

**Hospitals**

St Mary's Hospital  
 South av W ----- Ladysmith 1190

**Hotels**

MacArthur Hotel ----- TO 8-2625

**Insurance**

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


**MIRR  
 FUNERAL HOME**

Margaret and Ralph Mirr  
 Funeral Directors

• AMBULANCE SERVICE •

Phone TO 8-4155 Bruce


**Vorce & Frogner, Inc.**  
 V & S HARDWARE



**Philgas**


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

**BRUCE  
 HARDWARE CO.**



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

**DIAL TO 8-2045**  
 BRUCE, WIS.



**STERLING AGENCY**  
 RODNEY A. KEITH, Agent  
 BRUCE, WISCONSIN

**GENERAL INSURANCE**

• DIAL TO 8-3545 •

MAIN ST. BRUCE, WIS.



**Jewelers**

Bruce Jewelry Store ..... TO 8-3555  
 (See Advertisement This Page)  
 Grooms L A  
 100 Miner av W .... Ladysmith 525  
**KEEPSAKE DIAMOND RINGS** \_\_\_\_\_  
 Bruce Jewelry Store .... TO 8-3555

**Lawyers**

—See “Attorneys”

**Livestock Breeding—Artificial**

—See “Artificial Breeding—Livestock”

**Livestock Buyers**

Coleman Wallace RFD 2 .. TO 8-3045

**DIAMONDS**



**DIAL TO 8-3555**

**HAMILTON  
 BULOVA  
 ELGIN**

**GUARANTEED WATCH  
 & JEWELRY REPAIR  
 SPEEDOMETER REPAIR**

**BRUCE JEWELRY**

**PRODUCTS**



**GAS - OIL  
 DIESEL FUEL  
 FUEL OIL**

**TANK WAGON DELIVERY**

**DIAL TO 8-2750 BRUCE**

**STANDARD OIL CO.**

**ROLAND TOWERS  
 Agent**

**BRUCE, WISCONSIN**

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

**Loans**

Federal Land Bank Ass'n  
 202 W 2 N ..... Ladysmith 30  
 Northwestern Loan Corp .. TO 8-3385  
**THORP PERSONAL LOANS** \_\_\_\_\_  
 Thorp Finance Corporation  
 \$50 to \$5000 or More”  
 120 Miner av E .. Ladysmith 13

**Lumber**

Bruce Building & Supply .. TO 8-3115  
 Flambeau Lumber Co  
 215 W2 S ..... Ladysmith 532  
 Lampert Yards Inc ..... TO 8-2705

**Machine Shops**

Figura Machine & Plastic Works  
 TO 8-2615

**Milking Machines**

Surge Sales & Service .... TO 8-3605

**Meat Markets**

Bruce Processing & Meat Mkt  
 TO 8-2741

**Milking Machines**

Surge Sales & Service .... TO 8-3605

**Mink Ranches**

Northwest Mink Ranches Inc  
 RFD 1 ..... TO 8-3581

**Motels**

Amacoy Lake Motel  
 RFD 2 ..... TO 8-2335  
 Austin's Motor Court .... TO 8-3025  
 Davis Motel Miner av W Ladysmith 611  
 Motel Stasia  
 On Hwy 27 twelve miles  
 South of Ladysmith  
 RFD 1 Conrath .. Ladysmith 743J2  
 Park Cabins & Motel  
 101 Everett av E Ladysmith .. 300J

**Movers**

Bellows & Bellows .... Cameron 52

**Newspapers**

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

**Oil Distributors**

Moon Oil Co ..... TO 8-3095  
 Quinn Oil Co ..... TO 8-3285  
 Standard Oil Co ..... TO 8-2750  
 (See Advertisement This Page)



**Optometrists (OD)**

Jacobson Dr Edward M  
122½ N Main - Rice Lake CE 4-3113  
Runstrom Dr John M  
"Contact Lenses"  
119 Miner av W - Ladysmith 130W  
Zimmerman Dr Leo J  
602 Worden av E - Ladysmith 614J

**Physicians & Surgeons (MD)**

Whalen Dr M L ..... TO 8-2425

**Prescriptions**

**LADYSMITH PHARMACY**  
113 Miner av E ---- Ladysmith 82  
Speidel's Drug Store .. Ladysmith 47

**Radio Sales & Service**

Selinske Radio & TV Repair TO 8-4205

**Railroads**

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

**Refrigeration—Servicing**

Panosh Sales & Service  
Refrigeration Service for  
Home Farm & Commercial  
112 W 2nd S ---- Ladysmith 582W

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

**Restaurants**

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

**Roofing Materials—Retail**

Lampert Yards ..... TO 8-2705

**Sand & Gravel**

Ladysmith Ready Mixed Concrete  
Co Inc  
South av W ..... Ladysmith 56  
Pioneer Sand & Gravel Co  
Ladysmith 56  
(See Advertisement This Page)  
Stevens & Sons Truck & Shovel  
Service  
RFD 2 ..... TO 8-3371 or TO 8-4335

**Schools**

Bruce Public Schools .... TO 8-2585  
Garage ..... TO 8-3435

**Septic Tanks—Cleaning****BELLOWS & BELLOWS**

Septic Tanks & Dry Wells  
Cleaned

Wis. License No. 68

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Moving & Mobile Homes  
Towed

37 Years Experience  
Reasonable Rates

Cameron ..... 52

**WANTED  
DEAD STOCK**

PHONE TO 8-4095 BRUCE  
(OR CALL US COLLECT)

**CHIPPEWA FALLS  
RENDERING CO.**

PA 3-5759

CHIPPEWA FALLS, WIS.

**DEAD STOCK  
WANTED**

PHONE LADYSMITH 588  
OR BARRON LE 7-3050

We Pay Phone Charges

**INDIANHEAD  
RENDERING CO.**

Barron, Wis.

**... S A V E ...**

Use Ready Mixed Concrete

- ★ EXCAVATING
- ★ WASHED SAND & GRAVEL

Phone CEder 4-8168 Rice Lake  
or 56 Ladysmith

**PIONEER SAND &  
GRAVEL COMPANY**

P.O. Box 90-A - Rte 3 — Rice Lake



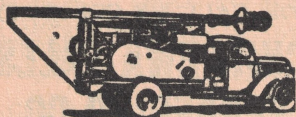
**DOCTOR  
GARY P. HIGGINS  
VETERINARIAN**



● **PHONE** ●  
**TO 8-3785**

**BRUCE, WIS.**

**BRUCE PUMP &  
TRENCHING SERVICE**



**DIAL TO 8-3395 BRUCE**

If No Answer Call TO 8-2287  
**BRUCE, WIS.**

**If**

**you want more business  
you can get it  
by using space  
like this  
in the**

**CLASSIFIED  
TELEPHONE  
DIRECTORY**

●  
**Why not try it?**

**Service Stations**

Bill's North Star Truck Stop TO 8-4265  
Bud's Super Shell Station TO 8-3005  
Fred's "66" Station TO 8-3445  
Leon's Texaco TO 8-3125  
Martin's Tire & Supply Co TO 8-3175  
Stevens Standard Service TO 8-4425

**Sporting Goods**

Bruce Hardware Co TO 8-2045

**Taverns**

I'm Alone Tavern RFD 1 TO 8-2374  
Klund's Harlowe RFD 2 TO 8-3640  
Pine Grove Tavern TO 8-4290  
Steffek Mike Tavern & Store  
RFD 3 New Auburn TO 8-2480  
Thorpe Charles W RFD 1 TO 8-2374

**Telephone Companies**

**BRUCE TELEPHONE CO** TO 8-2995  
Manager's Residence TO 8-4095

**Television**

Knudson Radio & TV Service  
RFD 2 TO 8-3915  
Selinske Radio & TV Repair TO 8-4205

**Theatres**

Bruce Theatre TO 8-3235

**Trailer Courts**

Tall Pines Trailer Court  
RFD 2 TO 8-4291

**Trucking**

Anderson Ernest RFD 1 TO 8-2323  
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 8-2372

**Used Cars**

—See "Automobile Dealers"

**Veterinarians**

**BARKER G F DVM**

VETERINARIAN

Box 207 Ladysmith 945

Higgins Gary P TO 8-3785  
(See Advertisement This Page)

**Well Drilling**

Bruce Pump & Trenching Service TO 8-3395  
(See Advertisement This Page)  
Figura Well Drilling & Repairs  
RFD 2 TO 8-3876

**Women's Apparel**

Ruby's Dress Shop  
107 Miner av W Ladysmith 264









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

