

BRUCE *TELEPHONE DIRECTORY*

AREA CODE 715



**For Emergency and Service
Numbers See Inside Front Cover**

May 1965



BRUCE TELEPHONE COMPANY, INC.
BRUCE, WISCONSIN

One of America's 2,700 Independent Telephone Companies

EMERGENCY and SERVICE NUMBERS

FIRE
2 3 4 5

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

POLICE ----- 2278

SHERIFF (Rusk County) ----- Ladysmith 92

(Long Distance Charge Applies)

If No Answer Call ----- Weyerhauser 353-4431

(Long Distance Charge Applies)

AMBULANCE

Mirr Funeral Home ----- 4155

F. B. I.

Federal Bureau of Investigation ----- Dial "0" Operator

INFORMATION ----- Dial "0" Operator

LONG DISTANCE ----- Dial "0" Operator

TELEPHONE REPAIR SERVICE

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

If No Answer Call ----- 4095

or ----- Dial "0" Operator

TELEPHONE BUSINESS OFFICE

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

If No Answer Call ----- 4095

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".

Wisconsin Statute 943.45

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

1. Charging such service to an existing telephone number or credit card number without the consent of the subscriber thereto or the legitimate holder thereof.

2. Charging such service to a false, fictitious, suspended, terminated, expired, cancelled or revoked telephone number or credit card number.

Nuisance Calls

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

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.

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 assign telephone numbers and lines and to make any changes when necessary.

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

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

Dialing Procedure

Obtain the correct number, remove the receiver from the hook, place it to your ear and listen for the DIAL TONE, which is a humming sound. When heard, proceed as follows:

Place tip of the index finger of your right hand firmly in the opening in the Dial by 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.

SPECIAL NOTE:

The Bruce Telephone Exchange has been assigned the number of 868 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 868 (as 868-1234) and should be reported in full on Long Distance calls or given to those who may call you long distance.

"Ringing" and "Busy" Signals

Either the "ringing" signal, an interrupted "burr-rr-ing" sound, or the busy signal, a "buzz-buzz-buzz" sound, will be heard after you dial.

Timing of Calls

All local calls are automatically timed for 6-8 minutes of conversation time. Approximately 30 seconds after you hear a warning tone (splash of dial tone) the connection will be broken. If you have not completed your call another may be made at once by either party. Long distance calls are not timed in this manner.

How to Call Another Party on Your Line

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

On both rural and urban party lines the first five (5) numbers designate the party. When dialing a number with the first 5 numbers the same as the first 5 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.

AREA CODE 715

Subscribers in many communities of the United States can dial your number direct on a station-to-station call. To do this the party dials the access code "1" then your area code "715" and your number. Therefore you should give your area code "715" as well as your regular number to those who might wish to dial you direct. If a party is in your same area the area code is not dialed but rather just the access code "1" and then your number. Facilities for dialing Long Distance numbers direct from Bruce are not as yet available.

LONG DISTANCE CALLS

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. Lowest rates apply to Station-To-Station Calls from 9 p.m. to 4:30 a.m.

COLLECT CALL: 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.

— BARGAIN TIMES —

— On Calls Outside Wisconsin . . .

\$1.00 is the most you can pay for a 3 minute station-to-station call anywhere in the continental United States after 8:00 P.M. daily and all day Sunday.

\$1.50 is the most you can pay for a 3 minute station-to-station call anywhere in the continental United States between 6:00 P.M. and 8:00 P.M. daily and all day Saturday.

— On Calls Within Wisconsin . . .

75c WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call between 6:00 and 9 p.m. and all day Sundays.

45c WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call after 9:00 p.m.

75c WITHIN WISCONSIN is the most you can pay for a 10-minute station-to-station call after 9:00 p.m.

All rates subject to state & federal tax.

MODERN HOMES HAVE
PLENTY OF
PHONES



Just A Few Pennies A Day Gets

You Another Telephone

ANYWHERE IN THE HOUSE

ORDER YOURS TODAY . . .

CALL THE TELEPHONE BUSINESS OFFICE

BRUCE

Alphabetical Telephone Directory

A

Abbotts Haulers	868-3255
Adams Arthur H r RFD 2	868-3459
Adams Billy r RFD 2	868-2307
Adams John L r RFD 1	868-2430
Adams Lewis r RFD 2	868-3872
Al Cap's Amacoy Lake Resort RFD 2	868-2139
Alstad Bjarne r RFD 2 Ladysmith	868-2729
Alvey Evelyn Mrs r	868-2055
Alvey Sam r RFD 1	868-2162
Alvey Selmer r	868-4055
Amacoy Lake Motel RFD 2	868-2335
Amacoy Store RFD 2	868-2332
Amberger Robert r RFD 1	868-2834
Amble Thomas Mrs r RFD 2	868-2137
AMERICAN BREEDERS	*868-4425
American Cancer Society	*868-2990
American Gas Co of Wis Inc—Owen Dial "Operator" and ask for	Enterprise 1941
(No Toll Charge for Enterprise Calls)	
ANDERSON ERNEST trucker RFD 1	868-2323
Anderson Jessie Mrs r RFD 1	868-2555
Anderson Lester & Leonard r RFD 1	868-3991
Anderson Raymond r RFD 1	868-3865
Apker Reine Mrs r	868-2873
Arey L S Mrs r RFD 1	868-2161
Atkinson Bruce r RFD 1	868-3986
Atwood Charles Sr r RFD 2	868-3870
Atwood Dale r RFD 2	868-3871
Atwood John r RFD 2	868-3877
Atwood Ronald r RFD 2	868-3931
Austin Fred R Badger Oil Co	*868-3445
Austin's Motor Court	868-3025

B

Babinsky Henry r RFD 1 Ladysmith	868-3594
BADGER OIL CO	868-3445
Bahnsen Leon r RFD 3 New Auburn	868-2487
Baisden Dewey r RFD 1	868-2631
Balin Charles r RFD 3 New Auburn	868-4089
Barney A J r	868-2263
Bartlett M C r RFD 2	868-2361
Beaulieu Adelor Mrs r RFD 1	868-2265
Beaulieu Darrell r RFD 1	868-4002
Bebie Frances Mrs r	868-3612
Beckman David B r	868-3745

Beebe Mary Mrs r RFD 2	868-3893
Beebe Roy r RFD 2	868-3898
Behrendt Carol r	868-2871
Beilfuss Bert r	868-3575
Benik Robert r	868-4495
Bennett Vernon r	868-3533
Bennor Walter r RFD 1	868-2375
Benson Amiel r	868-2415
Benson Arthur r RFD 1	868-4385
Benson Donald r RFD 1	868-3966
Benson Esther Mrs r RFD 1	868-2513
Benson James L r RFD 1	868-3100
Berg Allan r	868-4445
Bernhardt Chris r	868-3065
Bessler Ray r	868-2872
Beyer Clifton r RFD 1	868-2377
BILL'S NORTH STAR SERVICE	
"We honor all credit cards" RFD 2	868-4265
BIRCHWOOD RESORT RFD 2	868-3936
Blankenship Mark r RFD 2	868-3487
Blazek James upholsterer RFD 1 Ladysmith	868-2372
Blix Clifford r	868-2060
Blodgett Herman r RFD 1	868-2534
Blodgett Howard r RFD 1	868-2326
Boehmer Malinda Mrs r	868-3365
Bollman James r RFD 2	868-3925
Bollman Myrtle Mrs r RFD 2	868-3927
Bonek Harry r RFD 1	868-2533
Booher Charles LeRoy r RFD 1	868-2517
Booth Gerald r	*868-3605
Boss Peter r	*868-2155
Brainerd Harry r RFD 2	868-3948
Brainerd Lyman r RFD 1	868-3998
Briggs James H r RFD 1	868-3205
Briggs William r	868-2853
Broad Ralph r RFD 2	868-3889
Brocker Pastor F J r	868-4451
Bruce Agency insurance	868-2155
Bruce Beauty Shop	868-2035
Bruce Blacksmith Shop	868-4175
BRUCE BLOCK CO (Cliff Moore)	868-4045
BRUCE BOWLING CENTER	868-2495
Bruce Cafe	868-2465
BRUCE CLOTHING STORE	868-2975
BRUCE ELECTRIC SHOP	868-2945
BRUCE HARDWARE CO	868-2045
BRUCE JEWELRY STORE	868-3555
BRUCE LUMBER & SUPPLY	868-3115
Bruce News-Letter	868-2195
BRUCE PROCESSING & MEAT MKT	868-2741
Bruce Public Schools	868-2585
Garage	868-3435
Bruce Pump & Trenching Service RFD 2	868-2287
BRUCE TELEPHONE CO	868-2995
Manager's Residence	868-4095

BRUCE TEXACO	868-3175
Bruce Theatre	868-3235
Bruce Village Hall	868-2185
Bruhn Theodore r RFD 2	868-2282
Bryant Leslie r RFD 2	868-2305
Buchholz Feed Store	868-2735
BUD'S SUPER SHELL STATION	868-3005
Burcalow Mildred Mrs & Wm r RFD 1	868-2566
Burgh Robert r RFD 1	868-3981
Burlingham Harold r RFD 1	868-2371
Burns Darwin r RFD 1	868-2550
Burns Lillian Mrs r RFD 1	868-3362
Burt William livestock breeder RFD 2	868-2951
Button Lucille Mrs r	868-2516

C

Callies George Mrs r	868-4221
Cameron Russell r RFD 2	868-2558
Campbell H W Mrs r	868-2885
Canaday William r RFD 2	868-2557
Cancer Society American	*868-2990
Carr John Jr r RFD 1	868-2961
Carr John "Jack" Sr r	868-2782
Carter C C Mrs r RFD 2	868-4080
Carter Stanley r	868-3775
Case Lawrence r RFD 2	868-2957
Catholic Rectory	*868-3475
Chandler Ray W r RFD 1	868-3956
Chippewa Falls Rendering Co	*868-4095
Christianson Audie L Jr r RFD 1	868-3154
Christianson Donald r RFD 1	868-3151
Church of Christ parsonage RFD 3 New Auburn	*868-2572
Clark Ernest R Minister r	868-4585
Clark William r RFD 2	868-2559
Clark Willis r RFD 2	868-3868
Clausen Harold r RFD 1	868-4003
Clausen Herman r	868-3275
Clough Clarence r RFD 2	868-3887
Coleman Wallace r RFD 2	868-3045
Compton Elvira Mrs r RFD 2	868-2285
Compton Herbert r RFD 2	868-2285
Conover Fred Mrs r RFD 2	868-3869
Corderman Alvin r RFD 2	868-3932
Creighbaum Rex Mrs r RFD 2	868-3923
Crotteau John r RFD 1	868-2530

D

Daily John Mrs r	868-3415
Daily Vacation Bible School at Imalone RFD 1	*868-2370
Dairyland State Bank	868-2175
Daniels Dean r RFD 1	868-3106
Daniels Irvin r RFD 1	868-2568
Daniels Otel Mrs r RFD 1	868-3405

Dappen Glen r RFD 2	868-3902
Dauer Carl r	868-3693
Daufenbach Carl r RFD 2	868-3890
David Alfred r RFD 1	868-3961
Davis Lester r	868-3265
Davison O L Mrs r	868-3631
Dearhamer Chloe Mrs r	868-3121
Dearhamer Lloyd r RFD 2 Weyerhauser	868-3970
Dearhamer Ralph r RFD 1	868-3967
Debner Michael r RFD 1	868-2962
Dietlein W F r RFD 3 New Auburn	868-2481
Dillivan Warren r RFD 1	868-3988
Donley Gerald r	868-3781
Doorn Louis r RFD 1	868-3995
Doorn Robert r	868-3525
Drake Wesley r RFD 1	868-3673
Draus John r RFD 2	868-3484
Drause Charles r RFD 2	868-4191
Duffey Dr John R cottage RFD 2	868-3938

E

ED'S RADIO & TV REPAIR	*868-4205
Effertz Henry r RFD 1	868-2537
Effertz John r RFD 2 Weyerhauser	868-4182
Effertz Matt r RFD 2 Weyerhauser	868-4186
Egerer A W r	868-3615
Eggleston Leonard r RFD 2	868-3644
Eke Berger r RFD 2	868-3945
Ellison Noble r	868-3731
Ellison Reeve r	868-2595
Elwood Perry r	868-2391
Engel John J r RFD 1 Ladysmith	868-2379
Evenson Ralph r	868-3633
Ewald Clayton r	868-3015
Ewald Eggert Mrs Transfer	868-2385
Ewald Harold r RFD 1	868-3671

F

Falch David r	868-2205
Farmer's Store	868-2125
Fawley Earl r RFD 2	868-2288
Fawley Joe r RFD 1	868-2514
Federated Church Parsonage	868-3565
Office	*868-3565
Federle Joseph r	868-4545
Feller Arnold r	868-2940
Feller Robert r	868-4485
Felton Trueman r RFD 2	868-3944
Fetke Henry A Jr r RFD 1	868-2564
Fetke Henry H Sr r RFD 1	868-2560

Fetting Barry r RFD 2	868-3480
Fetting David r RFD 1	868-2401
Fetting Dennis r	868-3705
Fetting Manly r RFD 1	868-2320
Fetting Robert r RFD 1	868-2638
FIGURA MACHINE & PLASTIC WORKS	868-2615
Figura Michael r RFD 2	868-4293
Figura Wm r RFD 2	*868-3876
Figura Wm Well Drilling & Repairs RFD 2	868-3876
FIRE CALLS	*868-2345
Fleuter Carl r RFD 2	868-3930
Frank's Bait Shop RFD 1	*868-2529
Frenzel George r RFD 1	868-2522
FRIENDLY RESORT RFD 3 New Auburn	868-2575
Frisinger Beryl Mrs r RFD 1	868-2438
Frisinger Wallace r RFD 1	868-2439
Fryzstak Frances Mrs r RFD 2	868-4171
Fuglsang John r	868-2762
Fults Harold r RFD 2	868-2280

G

Gamble Store	868-2065
Gapinski Stanley r RFD 1	868-2523
Gatten Pastor Ted r RFD 1	868-3996
Gauthier Henry r RFD 3 New Auburn	868-2570
Gavin Genevieve Mrs r RFD 2	868-4162
Geraghty C E r	868-2491
Gerken Kurt Sr r RFD 2	868-3641
Gill Sandra r RFD 2	868-2333
Ginzer Rose Mrs r RFD 1 Ladysmith	868-3595
Gloffelty Herman r RFD 2	868-2287
Gochee Ed r RFD 1	868-3990
Goff Earl r RFD 2	868-3875
Goff Fred r RFD 1	868-3960
Goff Herbert r RFD 2	868-3878
Gohde Lewis r RFD 2	868-2407
Goin Charles r RFD 2	868-2409
Goin Gene r RFD 1	868-2633
Gordon Ferguson Manufacturing Co Sewing Room	868-2605
Gordon Herbert r RFD 1	868-2831
Gorseger Willis r	868-3815
Gram Sigmund R r	868-4565
Granger Herschel r RFD 2	868-3879
Graves Floyd r RFD 1	868-2431
Graves Sydney r RFD 1	868-2520
Green Acres Resort RFD 3 New Auburn	868-2576
Grensing Carl r RFD 2	868-2369
Grensing Darrell r RFD 3 Ladysmith	868-2360
Grensing Walter r RFD 2	868-2363
Grieve Alvera Mrs r RFD 2	868-2362
Grubb Albert r RFD 1	868-2521
Gudis Charles r RFD 2 Ladysmith	868-2272
Gudis James r RFD 2	868-3882
Gudis John r RFD 1	868-2324

Gundt Everett r RFD 2	868-2675
Gunn Clayton r RFD 3 New Auburn	868-4088
Gunn Frank Mrs r RFD 3 New Auburn	868-4086
Gutheridge Everett H r	868-2761

H

Hagerty G A attorney	868-2645
Residence	868-2775
Hamilton Elmer Mrs r	868-2781
Hansen Alvin r RFD 2	868-4297
Hansen N Y r	868-2785
Hanson Bennie L r RFD 2	868-3665
Harris Chester Mrs r RFD 2	868-2406
Harris John C Mrs r RFD 2	868-2403
Harvey Allie Mrs r	868-3195
Harvey Bill r	868-3845
Harvey Carolyn Mrs r RFD 1	868-2165
Haskins Robert r RFD 2	868-2303
Hassmann Robert r	868-2473
Hause Arnold r RFD 1	868-4838
Hause Lloyd r	868-2262
Hawley Myron r	868-2255
Hayden Dale r RFD 1	868-2551
Hayden Lynn r RFD 1	868-2163
Hayden Olga Mrs r RFD 2	868-2552
Heath Sherman r RFD 1	868-2432
Hein Implement Co	868-2455
Heintz James L r RFD 2	868-3643
HELMER IMPLEMENT CO RFD 1	868-3305
Helmer John r RFD 1	868-3300
Hemphill Arnold r	868-3145
Hemphill's Radiator Service	*868-3215
Hemphill William r RFD 2	868-2304
HENDRICKS BROS AUTO SALES	868-2095
Hendricks Chris r	868-3465
Hendricks Leonard "Chick" r	868-3495
Hess Albert r RFD 2	868-4299
Hilten Lester r RFD 1	868-2433
Hinaus Earl r	868-3725
Hinaus Owen r	868-2746
Hinders John r RFD 1	868-4388
Hite Robert r RFD 3 New Auburn	*868-2576
Hoefl Bernard r RFD 1	868-3993
Hoefl Edward r RFD 1	868-2527
Hoefl Frank r RFD 1	868-2529
Hoffelt Edmund r RFD 1	868-4005
Holly Frank r RFD 2 Ladysmith	868-2726
Holmes Dan r	868-2025
Holmes William r RFD 2	868-2405
Hoople Bryon r RFD 2	868-3939
Hoople Fannie Mrs r	868-3692

House Gilbert r ----- 868-3771
 Huiras Paul r RFD 2 ----- 868-2958
 Huml Louis r ----- 868-4235
 Huntington Ed r RFD 2 ----- 868-3647

I

Imalone Bible Church RFD 1 ----- 868-2370
 Island Lake Church of Christ
 RFD 3 New Auburn ----- *868-2572
ISLAND LAKE RESORT RFD 3 New Auburn ----- 868-2571
 Iverson Ole r ----- 868-2460
 Iverson William r ----- 868-3135

J

Jacobson Edward M Dr optometrist
 Office 122½ N Main ----- Rice Lake 234-3113
 Jaenke Arthur & Otto r RFD 2 ----- *868-3649
 Jandrt Rudy Mrs r ----- 868-2851
 Janikowski Stanley r RFD 3 New Auburn ----- *868-2578
 Janoszek Joe r RFD 2 ----- 868-3458
 Janowski George r RFD 2 ----- 868-2955
 Jaskowiak Stanley r RFD 2 Weyerhauser ----- 868-4183
 Jay Norma r RFD 1 ----- *868-2370
 Jenkins Ralph D r ----- 868-3345
 Jenson LeRoy r ----- 868-4465
JOE'S STANDARD SERVICE ----- 868-4425
 Johnson Albert C r ----- 868-2412
 Johnson Forest r RFD 2 Weyerhauser ----- 868-2535
 Johnson Gene r RFD 1 ----- 868-3150
 Johnson Gwenn Mrs r RFD 1 ----- 868-3960
 Johnson Helen & Ruth r RFD 2 ----- 868-3456
 Johnson Jacy r RFD 2 Ladysmith ----- 868-2733
 Johnson James r RFD 1 ----- 868-2920
 Johnson John Alfred r RFD 2 Ladysmith ----- 868-2725
 Johnson Laura Mrs & Vernon r RFD 1 ----- 868-3152
 Johnson Oscar trucker ----- 868-2925
 Jones Earnest r RFD 1 ----- 868-2511
 Jones Ronald r ----- 868-2579
 Joyner Allen r RFD 1 ----- 868-3866
 Joyner Elmer r RFD 1 ----- 868-2531

K

Kahn Frank r RFD 2 ----- 868-3862
 Kaitul Julian P r RFD 2 ----- 868-3940
 Keeley Lillian r RFD 2 ----- *868-3936
 Keith Edgar r RFD 2 ----- 868-2673
 Keith John r RFD 2 ----- 868-2306
 Keith Leon r RFD 2 ----- 868-4826
 Keith Perry Mrs r ----- 868-4501
 Keith Rodney r ----- 868-3765
 Kelley J O r RFD 1 ----- 868-2832
 Kelley Jack r RFD 1 ----- 868-2373
 Kernwein Al r RFD 2 ----- 868-3942

Kisling Allen r RFD 2	868-2413
Kisling Clara Mrs r	868-3261
Kisling Harley r	868-2971
Klaar Otto r RFD 3 New Auburn	868-4369
Klarkowski Ambrose r	868-2913
Klein Maurice r RFD 1	868-3325
Klund's Harlowe Resort RFD 2	868-3640
KNUDSON RADIO & TV SERVICE RFD 2	868-4555
Kohler Leslie r RFD 1	868-3108
Kopras Edmund r	868-3701
Kosnak Si r RFD 2 Weyerhauser	868-4181
Kostick Alois r	868-4595
Kovacevich John r	868-3715
Kovacevich Nick r RFD 2	868-2553
KOZEL'S FIRESIDE LODGE RFD 3 New Auburn	868-4085
Kraeuche George r RFD 1	868-3987
Kraft Shop RFD 3 New Auburn	868-2578
Kramer Harold r RFD 3 New Auburn	868-4367
Kramer Raymond r RFD 2	868-2355
Kramer Robert r RFD 2	868-4103
Kramer Vernon r RFD 3 New Auburn	868-2488
Krebs Rudolph r RFD 1	868-2164
Krug Arthur r RFD 2	868-3874
Krzyzaniak Stella Mrs r RFD 2 Weyerhauser	868-4187

L

LaBlonde E C r RFD 2	868-3943
LADYSMITH FLOWER SHOP & GREENHOUSE	
909 1st south	Ladysmith 84W
If no answer call	Ladysmith 871
Lahr Leo r RFD 1	868-3158
Lake Superior District Power Co	
RFD 3 Ladysmith	868-2366
Lalan Jack r RFD 1	868-3185
Lambert Dale r RFD 2	868-3949
Lampert Yards Inc lumber	868-2705
Lancaster Col J L r RFD 2 Ladysmith	868-3896
Langhoff Del r RFD 1	868-3581
Larson Minnie Mrs r RFD 1	868-3101
Leatherman Walter r	868-3225
Lee Joseph B Mrs r RFD 2	868-3873
Lehman LaVerne r RFD 2	868-3929
Lehman William r	868-2472
Leon's Texaco	868-3125
Lepley Lynn r RFD 1	868-4001
Liazuk Dean r RFD 2	868-2895
Lindau David r	868-3851
Lone Pine Lodge RFD 2	868-3450
Long Elmer r	868-2203
Loomis Charles r RFD 1	868-3153
Loomis Seth r RFD 1 Ladysmith	868-3599
Lorenz W F r RFD 2	868-3880
Loux Henry r RFD 2	868-3452
Lowman O J Mrs r RFD 3 New Auburn	868-2574
Lundgren Axel r RFD 1	868-3999
Lysdahl F W r RFD 2	868-2339

M

MacArthur Dougal r RFD 1	868-3963
MacARTHUR HOTEL	868-2625
MacArthur Lyall r RFD 1	*868-3961
MADDOCKS' DRUG STORE	868-2805
Maddocks Raymond r	868-3681
Madison Glen r RFD 2	868-3455
Mahoney Basil r RFD 2	868-3935
Malaise Clayton r	868-4035
Manderfeld Ed r RFD 2	868-3881
MANOSKY DAVID J tel co mgr ofc	868-2995
Residence	868-4095
Mansky Roman r RFD 1	868-3157
Martin Gerald M r RFD 2	868-2337
Martindale Donald r RFD 2	868-2286
MARTINDALE'S 40 & 8 DRIVE IN	868-4525
Martindale Harold r RFD 2	868-2131
Martindale Robert r RFD 2	868-3886
Martindale Walter Mrs r RFD 2	868-2132
Mason Gilbert r RFD 3 New Auburn	868-2573
Mattison Glenn r RFD 1	868-3107
Mattison Lew r RFD 1	868-3105
Mattison Richard r RFD 1	868-3973
Mayer Niel r RFD 1	868-3965
Mayou Carl r RFD 2 Ladysmith	868-4327
McCann Allen r RFD 1	868-3861
McCracken Harold r RFD 3 New Auburn	868-2485
McCracken I F r RFD 3 New Auburn	868-2483
McCrackin Ernest r RFD 3 New Auburn	*868-2571
McCrillis John H r RFD 2	868-3451
McDonald Edward r	868-3795
McELRAVY-GEIER FUNERAL HOME INC	
120 Fritz av East	Ladysmith 433
McGinnis Chester r RFD 1	868-2562
McHugh York r RFD 2	868-3488
McLean John r RFD 2	868-3926
Mead Ben r	868-2811
Mead Earl r RFD 1	868-2328
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Mikunda Clover Farm Store	868-2075
Mikunda Gerald r	868-4212
Mikunda John H r	868-3075
Miller Ernest r RFD 2 Ladysmith	868-2276
Miller Fred r RFD 3 New Auburn	868-2484
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Milutinovich Milo r	868-3515
Miniatt E L r RFD 1	868-2837
Miniatt Edward R r RFD 1	868-2836
MIRR FUNERAL HOME	868-4155
"If No Answer Call Collect"	Ladysmith 481
Mizener Elzie r RFD 2 Weyerhauser	868-3974
Moberg William Leonard r	868-4245

Mohlenbrink Henry r	868-2681
Moon Howard r	*868-3095
Moon Nyle r	868-3090
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MOORE CLIFFORD trucker	868-4045
Moore Doris Mrs r RFD 1	868-3962
Moore Stanley R Jr r RFD 1	868-3863
Moore Stanley Sr r RFD 1	868-2556
Moser Orval r	868-2843
Myers James Mrs r RFD 2 Ladysmith	868-2728

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Nachtwey W J Mrs r RFD 1	868-3955
Nathaniel Lutheran Church	868-4455
Parsonage	*868-4451
Nelson Elmer r RFD 1	868-3104
Nelson Gilbert r RFD 2 Ladysmith	868-2274
Nelson Larry r RFD 1	*868-3104
Nelson Mary Mrs r	868-2862
Nelson Morris Mrs r RFD 2 Ladysmith	868-2279
Nelson Russell r	868-2040
Nette Gertrude Mrs r RFD 2	868-3649
Nielsen Charles r RFD 1 Ladysmith	868-3592
Nielsen Lauritz r RFD 1 Ladysmith	868-3590
Nielsen Philip r RFD 1 Ladysmith	868-3591
Noller John r	868-2411
North Star Dairy	868-2295
NORTHERN PROVED SIRE SERVICE	
103 W Worden av Ladysmith	868-4425
Northwest Mink Ranches Inc RFD 1	868-3581
If No Answer Call	868-3580
Northwestern Loan Corp	868-3385
Novak Ray r	868-3691
Novander Richard r	868-2933

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Oberling R W r RFD 2	868-4084
Olesiak Walter r RFD 1	868-3976
Oleson Orville r RFD 2	868-3920
Oleson Oscar Mrs r	868-3263
Olson Freebert r RFD 1	868-2435
Olson Henry Mrs r RFD 2	868-4292
Olson Paul r RFD 1	868-3159
Omer Jack r	868-3500
Opletal Bessie Mrs r RFD 2	868-3645

P

Paddock Charles r RFD 1	868-3978
Paddock Nathan r RFD 1	868-2434
Paddock Thomas r RFD 1	868-2635
Paszak Bill r RFD 1	868-2518
Peavey Harold r RFD 2	868-3453

Peck Alvin r RFD 1	868-3989
Perkovich Michael r	868-2684
Perry J B r RFD 1	868-3992
Peter Pan Cleaners	868-3355
Peters Ralph r	868-4025
Petersen Roy N r	868-2475
Peterson Elmer Mrs r RFD 2	868-3821
Peterson Elvina r	868-2261
Peterson Glenn r RFD 1	868-2634
Peterson Henry J r RFD 2 Ladysmith	868-2724
Peterson Leland r RFD 2	868-3085
Peterson W J r	868-4105
Peterson William r RFD 2 Ladysmith	868-2275
PETE'S CAFE & TRUCK STOP RFD 2	868-9245PO
Pfefferle Ray r RFD 2 Ladysmith	868-3892
Pine Grove Tavern RFD 2	868-4290
Pinney B A r	868-3694
Pinnow Bernard r RFD 2	868-2367
Plaszcz Frank r RFD 2	868-3485
POLICE	868-2278
If No Answer Call	868-2185
Ponsler Charles r RFD 1	868-2471
Potter Ralph Mrs r	868-2395
Powers Duane r RFD 2	868-4255

Q

Quade Donald r RFD 1	868-2515
Quinn Albert r	868-3280
QUINN OIL CO	868-3285

R

Radka Walter J airdale kennels RFD 1 Ladysmith	868-3597
Ramsey John W r	868-2855
Rasmussen Lyle r RFD 1	868-2510
Rayment C A r RFD 2	868-2136
Reichel Andy r RFD 1	868-2639
Reichel Clayton r RFD 1	868-2528
Reichel George r RFD 1	868-2630
Reichel Henry r RFD 1	868-2636
Rethwisch Harold r RFD 2	868-4296
Reynolds Clifford r RFD 2	868-4575
Richardson Mark r RFD 2	868-3928
Robbins Elmer r RFD 1	868-3994
Robinson Charles r RFD 1 Ladysmith	868-3596
Robinson Jerome r RFD 1 Ladysmith	868-3593
Rolstad Virgil L r	*868-3634
Root Byron r RFD 2 Ladysmith	868-2720
Root Ross Mrs r RFD 2 Ladysmith	868-2720
Rouleau Pat r RFD 2	868-3483
Ruff Frank r	868-2685
Rurup Francis r RFD 1	868-2436
Ryall Arthur r RFD 1	868-2835
Ryall Ike r RFD 1	868-2830

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St Louis Maurice r	868-2683
St Mary's Catholic Church	*868-3475
St Mary's Catholic Rectory	868-3475
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Sauer Donald r	868-3295
Scheel Carl r RFD 1 Ladysmith	868-3598
Schiessl Adam r RFD 2	868-3883
Schillinger Ernest r RFD 2	868-3642
Schipper Rev Robert r	*868-3475
Schmidt William r	868-3675
Schmitz Henry r RFD 1	868-4000
Schott Alex r RFD 1	868-2526
Schroeder Alfred r RFD 2	868-2301
Schroeder Irvin r	868-2935
Schultz E H dentist RFD 1	868-2985
Schultz Elizabeth r	868-4285
Schultz Robert r	868-2665
Scoles Jack r RFD 1	868-3997
Scrivner Edward F r RFD 2	868-2956
Selinske Edward r	868-4205
Selinske Radio & TV Repair	868-4205
Severin Harold Mrs r RFD 2	868-2408
Shearman Gladys r RFD 1	868-3980
Sheffield Richard r RFD 2	868-2672
Shydowski Tony r RFD 2	868-3933
Sieck Amanda Mrs & Jens r RFD 1	868-3971
Siglin Jack r	868-3825
Silvernail Raymond r RFD 3 New Auburn	868-4083
Simpson Ernest r RFD 2	868-2959
Simpson William r	868-3635
Sims Archie (Nick) r	868-4121
Siverling Gerald r	868-2863
Sizemore Carol Mrs r	868-2861
Skafer Apartments	868-3655
Skogen Eldon r	868-3755
Slater Guy Mrs r	868-2763
Sleider Vincent r RFD 1	868-3984
Slesar E J r RFD 2	868-3921
Smith Gilbert r RFD 2	868-3888
Smith Hugh r RFD 2	868-2302
Smith John E r RFD 1	868-2519
Snowflake Hereford Ranch RFD 1	*868-2837
Sobkoviak Joseph r	868-2881
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Sorenson Bud r	868-3363
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Sorenson Ira r RFD 1	868-2833
Spade's Resort RFD 2	868-2338
Spears Ernest r	868-3835
Spoolhoff Rense r	868-3262
Spoolhoof Case r	868-2932
Stahmann L E Mrs r	868-2105

STANDARD OIL CO	*868-2750
Stefczak Edmund r RFD 2	868-2138
STEFFEK MIKE TAVERN & STORE	
RFD 3 New Auburn	868-2480
STEBERGER'S SUNNY SLOPE RESORT	
RFD 2	868-2134
Steindorf Clarence r RFD 2	868-2402
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Stevens & Sons Truck & Shovel Service	
RFD 2	*868-3371 or 868-4335
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Stevens George Mrs r RFD 2	868-2135
Stevens Harold r RFD 2	868-3934
Stevens Herbert r RFD 2	868-3884
Stevens Max r RFD 1	868-3371
Stevens Woodrow r RFD 2	868-4335
Stoll Fred E Jr r RFD 2	868-4082
Stone Herbert P r RFD 2	868-3937
Stratton Harold r RFD 3 New Auburn	868-2482
Stromberg Raymond r RFD 1	868-4384
SURGE SALES & SERVICE	868-3605
Sutton Vernon C r	868-2013
Swada John r RFD 2 Weyerhauser	868-4188
Swaney John r RFD 2 Weyerhauser	868-4185
Swanson Melvin r	868-3425
Sweet Edna Mrs r RFD 2 Ladysmith	*868-3892
Szura Stanley r RFD 3 New Auburn	868-4087

T

Tabat Joe r RFD 2	868-2133
Tall Pines Trailer Court PO Box 65	868-4291
Tangen Charles r RFD 1	868-3864
Taplin Gene Pastor RFD 3 New Auburn	868-2572
Tatro Dorothea Mrs r	868-2715
Taylor Duane r RFD 2	868-3947
Taylor Larry r	868-4165
Taylor Roger r RFD 2	868-4081
Templeton L W r RFD 1	868-3156
Texaco Bulk Oil Company	*868-3095
Thaler Calvin r RFD 1	868-3972
Thorpe Charles W tavern RFD 1	868-2374
Tibbits Bethyl Mrs r	868-4231
Tiegs Florence Mrs r RFD 1	868-2965
Tiegs Otto r RFD 1	868-3103
Toepfer Louis r RFD 1	868-3672
Tomasovich Louis r RFD 2 Ladysmith	868-2727
Tomczak George C r RFD 2	868-2952
Towers Claire B r	868-2755
Towers Gilbert r RFD 1	868-3860
Towers May r	868-2825
Towers Roland r	868-2750

Traczyk Martha Mrs r RFD 2	868-3489
Treftz Sam r	868-4339
Triplett Archie r RFD 1	868-2327
Triplett Ralph r RFD 1	868-2322
Trott Byron r RFD 2 Ladysmith	868-2721
Truman Wayne r RFD 1	868-2532
Turner Charles r RFD 2	868-3941

U

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Urmanski Frank r RFD 2	868-2281

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Vierck Jack Body Shop	868-3625
Village Hall	*868-2185
Vobernik Richard r RFD 1	868-2536
Voss Louis r RFD 2	868-2404
Vought Frank r RFD 1	868-2321
Vreeland Boyd r RFD 1	*868-2567
Vreeland Frank r RFD 1	868-4482
Vreeland Leon r	868-2915
Vreeland Lewis r RFD 1	868-2565
Vreeland Norman r RFD 1	868-2567
Vreeland Roy r RFD 1	868-2563
Vreeland Wayne r RFD 1	868-2561

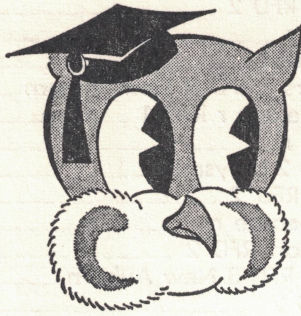
W

Waite Ira r RFD 1	868-2524
Waite Joe r	868-2765
Waite Lloyd r	868-2912
Walker C V r	868-2545
Wanamaker Byrl D r RFD 1	868-2525
Washa Joseph r	868-3055
Weinberg Arthur r RFD 2	868-3924
Weinberg Earl r RFD 2	868-3922
Weinert Conrad Jr r RFD 2 Weyerhauser	868-4180
Weinert Karsten r RFD 1	868-3977
Weinert Max r	868-4135
Weinert Walter r RFD 1	868-3975
Weld Clifton Mrs r RFD 2	868-2554
Weld Warren Mrs r	868-2875
Welty Robert E r	868-3905
Wester Blair Livestock r RFD 1	868-3801
Wester Clair r RFD 2	868-3646
Westlund Kenneth r	868-4475
Westlund Richard r RFD 2	868-4842
WHALEN DR M L physician ofc	868-2425
Residence	868-2421
Whalen Michael r	868-2795

White Archie r RFD 2 Ladysmith	868-3897
Wichman Henry r	868-3611
Wierzba Mike r RFD 2	868-3482
Williams James r	868-4142
Willis George E Mrs r	868-2445
Willis Gladys Mrs r RFD 3 New Auburn	868-4361
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Wilson Alva Mrs r	868-2842
Wilson L E r RFD 2 Ladysmith	868-2277
Wisherd Ivan r RFD 2	*868-4291
Woldseth Rev George r	*868-3565
Wonderspot Resort RFD 2	868-2336
Wood Bernard r RFD 3 New Auburn	868-2489
Wood Ray r RFD 2	868-3454
Woodmansee Alvin atty ofc	868-4415
Residence	*868-3165
Woodmansee George r	868-3165
Woodmansee Herbert r	868-2315
Woodmansee Robert r	868-2655
Woodmansee Roderick r	868-3245
Worrall Donald E Mrs r RFD 1	868-3968
Wright Ivan r RFD 1	868-4004
Wuethrich Ernest Mrs r	868-3634

Z

Zebro Albert r	868-3035
Zebro Harold r	868-4515
Zehner Howard r	868-3695
Zehner Raymond r RFD 3 Ladysmith	868-2365
Zelm Arnold r RFD 2 Ladysmith	868-2278
Zielke Henry r	868-2442
Zietz Ervin r RFD 1	868-2637
Zimmerman Andrew r RFD 2	868-2954
Zimmerman Helen Mrs r RFD 3 New Auburn	868-2486
Zimmerman Henry r RFD 2	868-3946
Zimmerman Richard r RFD 1	868-3985



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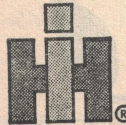
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Bruce Blacksmith Shop 868-4175

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 RFD 3 New Auburn 868-2572
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 Imalone Tabernacle RFD 1 .. 868-2370
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 RFD 3 New Auburn 868-2572
 Nathaniel Lutheran Church .. 868-4455
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 St Mary's Catholic Church .. 868-3475

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Peter Pan Cleaners 868-3355

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Bruce Clothing Store 868-2975

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South av W Ladysmith 56

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(See Advertisement This Page)
Maddock's Drug Store 868-2805
(See Advertisement This Page)

SPEIDEL'S DRUG STORE

Ladysmith 47
(See Advertisement This Page)

Electric Contractors

Bruce Electric Shop 868-2945
(See Advertisement This Page)

Electric Light & Power

Lake Superior District Power Co
Sub-station 868-2366

Farm Equipment

Hein Implement Co 868-2455
HELMER IMPLEMENT CO
RFD 1 868-3305

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—See “Service Stations”

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**McELRAVY FLOWER SHOP
& GREENHOUSE**

909 First st S Ladysmith 84W
If no answer call Ladysmith 871

MEL'S FLORAL STUDIO

303 Lake av W Ladysmith 803

Funeral Directors

**McELRAVY-GEIER
FUNERAL HOME INC**

120 Fritz av E Ladysmith 433
“Reverse Charges Accepted”
(See Advertisement This Page)

MIRR FUNERAL HOME

Ralph B and Margaret Mirr

AMBULANCE SERVICE

Bruce 868-4155

MIRR FUNERAL HOME .. 868-4155

If No Answer Call Collect
Ladysmith 481

Garages

CHEVROLET AUTHORIZED SERVICE

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



“CALL”

Kostick Chevrolet & Oldsmobile Inc
215 Worden av E .. Ladysmith 179

HENDRICKS BROS AUTO SALES

“Standard Oil Products” ... 868-2095

Gas—Bottled & Bulk

VORCE & FROGNER INC

Weyerhauser 353-4481
(See Advertisement This Page)

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

SERVING THIS COMMUNITY
FOR 32 YEARS



• PHONE •
433

Ladysmith, Wis.
120 Fritz Ave., E.

Vorce & Frogner

INC.



- Bulk Propane Service
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“Philgas Does It Better”



— PLUMBING & HEATING —
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After Hours Call
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WEYERHAUSER, WIS.

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

**CLASSIFIED
TELEPHONE
DIRECTORY**

Why not try it?

Gas Companies

American Gas Co of Wis Inc—Owen
Dial "Operator" and ask for
Enterprise 1941
(No toll charge on Enterprise Calls)
(See Advertisement This Page)

General Stores

Kraft Shop
RFD 3 New Auburn 868-2578

Gift Shops

ZIMMERMAN'S GIFT SHOP
118 Miner av W .. Ladysmith 870W

Government Offices

Bruce Village Hall 868-2185

Grocers

Amacoy Store RFD 2 868-2332
Farmer's Store 868-2125
Mikunda Clover Farm Store . 868-2075

Gunsmiths

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AMERICAN GAS CO.

Dial Operator and ask for Enterprise 1941
(No Charge on Enterprise Calls)

OWEN, WISCONSIN



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Bruce Hardware Co 868-2045
 (See Advertisement This Page)
 Gamble Store 868-2065
VORCE & FROGNER INC
 Weyerhaeuser 353-4481

Hospitals

**ST MARY'S HOSPITAL & ST
 JOSEPH'S ON THE FLAMBEAU**
 South av W Ladysmith 1190

Hotels

MacArthur Hotel 868-2625

Housewares—Retail

**TUPPERWARE HOME PARTIES —
 "DISTRIBUTOR"**
 Jean Hill
 Willson Memorial dr
 Chassell Mich 523-7221

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AMERICAN FAMILY MUTUAL

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 Madison, Wisconsin



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Oman Charles L
 RFD 1 Box 141A Ladysmith 636J3

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Insurance - Real Estate

Tax Returns

Bookkeeping

Pete Boss - Owner

Bruce 868-2155

LADYSMITH AGENCY INC

113 Miner av W Ladysmith 73
 (See Advertisement This Page)

STERLING AGENCY



Rodney A Keith
 GENERAL
 INSURANCE
 OF
 ALL TYPES

Bruce 868-3545

**BRUCE
 HARDWARE CO.**



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

DIAL 868-2045

BRUCE, WIS.

**LADYSMITH AGENCY
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General Agents for
 Rusk County Mutual Insurance Co.

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Complete Auction Service

• Phone 73 •

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WHO

SELLS

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WITTNAUER

Guaranteed Watch, Jewelry Repair
Speedometer Repair - Gun Rebluing
Gunsmith

BRUCE JEWELRY

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- BUILDING MATERIALS
- ROOFING

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Insulation - Nails - Cement
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Sheet Rock - Window Units
Plywood

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Bruce, Wisconsin

Look through these pages

to find who makes it,

who sells it, who fixes it.

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BRUCE JEWELRY STORE 868-3555

(See Advertisement This Page)

KEEPSAKE DIAMOND RINGS

Bruce Jewelry Store ----- 868-3555

Kennels

Radka Airedale Kennels

RFD 1 Ladysmith ----- 868-3597

Lawyers

—See "Attorneys"

Livestock Breeders

Burt William RFD 2 ----- 868-2951

Northern Proved Sire Service

103 W Worden av Ladysmith 868-4425

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Snowflake Hereford Ranch

RFD 1 ----- 868-2837

Loans

FEDERAL LAND BANK ASS'N

202 W 2 N ----- Ladysmith 30

Northwestern Loan Corp ---- 868-3385

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\$50 to \$5000 or More

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(See Advertisement This Page)

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215 W 2nd S ----- Ladysmith 532

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Large Discount on Factory

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Windows - Doors - Ceiling and

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Call long distance Cornell

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CATALOG SALES OFFICE
111 Miner av W Ladysmith 34

Meat Markets

Bruce Processing & Meat Mkt
868-2741

Milking Machines

Surge Sales & Service 868-3605

Mink Ranches

Northwest Mink Ranches Inc
RFD 1 868-3581

Motels

Amacoy Lake Motel
RFD 2 868-2335
Austin's Motor Court 868-3025
DAVIS MOTEL
Miner av W Ladysmith 611

Movers

BELLOWS & BELLOWS
Cameron 458-2301

Newspapers

Bruce News-Letter 868-2195

Oil Distributors

Moon Oil Co 868-3095
Quinn Oil Co 868-3285
Standard Oil Co 868-2750

Optometrists (OD)

Jacobson Dr Edward M
122½ N Main .. Rice Lake 234-3113

Paint—Retail

Lampert Yards 868-2705

Pharmacies

—See “Drug Stores”

Physicians & Surgeons (MD)

Whalen Dr M L 868-2425

Prescriptions

LADYSMITH PHARMACY
113 Miner av E Ladysmith 82
SPEIDEL'S DRUG STORE
Ladysmith 47

Radiators—Automotive

Hemphill's Radiator Service .. 868-3215

Radio—Repairing

FANDEL RADIO & TV SERVICE
301 Miner av W Ladysmith 96

Radio Sales & Service

SELINSKE RADIO & TV REPAIR
868-4205

Railroads

Soo Line Depot 868-2085

Real Estate

LADYSMITH AGENCY INC
113 Miner av W Ladysmith 73
SORENSEN ROSE E 868-2155

Rendering Companies

**INDIANHEAD RENDERING CO
INC** Ladysmith 588
(See Advertisement This Page)

Resorts

Amacoy Lake Resort RFD 2 868-2139
 Birchwood Resort RFD 2 868-3936
 Friendly Resort
 RFD 3 New Auburn 868-2575
 Green Acres Resort
 RFD 3 New Auburn 868-2576
 Island Lake Resort
 RFD 3 New Auburn 868-2571
 Kozel's Fireside Lodge
 RFD 3 New Auburn 868-4085
 Lone Pine Lodge RFD 2 868-3450
 Spade's Resort RFD 2 868-2338
 Stehberger's Sunny Slope
 Resort RFD 2 868-2134
 Wonderspot Resort RFD 2 .. 868-2336

Restaurants

Bruce Cafe 868-2465
 Martindale's 40 & 8 Drive-In 868-4525
 Pete's Cafe RFD 2 868-9245
ZIMMERMAN'S GIFT SHOP
 118 Miner av W .. Ladysmith 870W

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 South av W Ladysmith 56
 Stevens & Sons Truck &
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We Pay Phone Charges

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**HOMELITE POWER CHAIN
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 868-4265

Bruce Texaco 868-3175
 Bud's Super Shell Station 868-3005
 Joe's Standard Service 868-4425
 Leon's Texaco 868-3125

Sewer Systems

—See "Septic Tanks"

Signs—Electric & Neon

McGINNIS SIGNS INC

Lease Outdoor and Neon Signs
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 Truck Lettering - Neon Repair
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1830 S Main
 Rice Lake 234-4909

Sporting Goods

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FRANK'S BAIT SHOP
 RFD 1 868-2529
SAM'S SPORTING GOODS
 "Homelite Chain Saws" 868-4435

Taverns

Klund's Harlowe RFD 2 868-3640
 Pine Grove Tavern 868-4290
 Steffek Mike Tavern & Store
 RFD 3 New Auburn 868-2480
 Thorpe Charles W RFD 1 .. 868-2374
ZIMMERMAN'S GIFT SHOP
 118 Miner av W .. Ladysmith 870W

Telephone Companies

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

Television Repairing

SELINSKE RADIO & TV REPAIR
 868-4205

Television Sales & Service

FANDEL RADIO & TV SERVICE
 301 Miner av W Ladysmith 96
KNUDSON RADIO & TV SERVICE
 RFD 2 868-4555

Theatres

Bruce Theatre 868-3235

Trailer & Mobile Home Parks

Tall Pines Trailer Court
 PO Box 65 868-4291

Trucking—Contract Hauling

Abbotts Haulers 868-3255

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Undertakers

—See "Funeral Directors"

Used Cars

—See "Automobile Dealers-Used Cars"

Watch Repairing

REDWINE'S JEWELRY
 102 Miner av W .. Ladysmith 736W

Water Supply Systems

Bruce Pump & Trenching Service
 868-3395

Well Drilling

Figura Well Drilling & Repairs
 RFD 2 868-3876

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To save time in making calls, write down local and long distance numbers you may have occasion to call. For each out-of-town number, write down the Area Code. (If you don't know the Area Code, ask your long distance operator). Even if you don't have Direct Distance Dialing, your long distance calls will be completed faster when you give the operator the Area Code along with the distant number you are calling.

Name and Address	Area Code	Phone Number
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