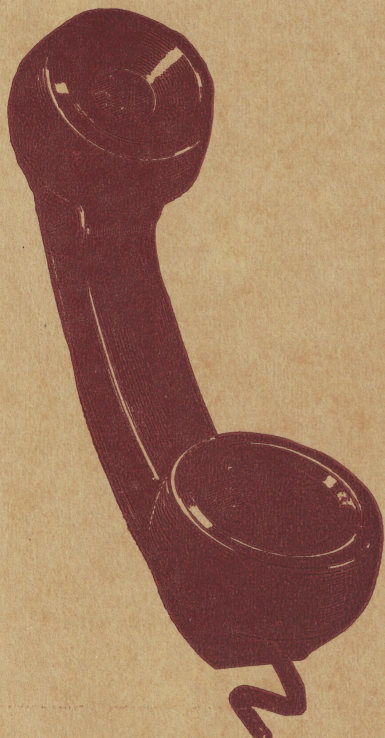


BRUCE TELEPHONE DIRECTORY

May 1961



• 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 3,500 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. On calls to points in the State a Family Visit Call Rate is in effect from 9 P.M. to 4:30 A.M. every night. On Family Visit Calls you may talk for 10 minutes at the five minute rate and pay only the per minute rate for each additional two minutes over 10. The above rates were in effect at the time this Directory was published. They do not include the 10% Federal Excise Tax.

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.

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.

EMERGENCY & SERVICE NUMBERS

FIRE OR EMERGENCY ----- 2345

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

POLICE ----- 2278

SHERIFF'S DEPT. ----- DIAL "O" Operator

LONG DISTANCE ----- DIAL "O" Operator

INFORMATION ----- DIAL "O" Operator

TELEPHONE BUSINESS OFFICE ----- 2995

If No Answer Call ----- 4095

or ----- DIAL "O" Operator

BRUCE TELEPHONE CO., INC.

Bruce, Wisconsin

DAVID MANOSKY, Manager

Personal Directory

Name

Number

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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 "3" 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 a 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 affect LONG DISTANCE calls.

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 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 8-2675
Adams John R r RFD 1 -----	TO 8-2430
Adams Lewis r RFD 2 -----	TO 8-3872
Alstad Bjarne r RFD 2 Ladysmith -----	TO 8-2729
Alvey Dick L r -----	TO 8-2055
Alvey Sam r RFD 1 -----	TO 8-2162
AMACOY LAKE MOTEL 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
American Breeders -----	*TO 8-4425
Anderson Ernest r 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
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 8-4399
Barber Shop -----	*TO 8-3121
Barney A J r -----	TO 8-4171
Bartlett M C r RFD 2 -----	TO 8-2361
Bauer Mervin r -----	TO 8-2905
Beaulieu Mrs Adelor r -----	TO 8-2265
Beaulieu Darrell r RFD 1 -----	TO 8-4002

**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.

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
Behn Erwin (Erv) r RFD 1	TO 8-4302
Beilfuss Bert r	TO 8-3575
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 James L r RFD 1	TO 8-3960
Bernhardt Chris r	TO 8-3065
Bettner Mrs Arthur r RFD 2	TO 8-3644
Beyer Clifton r RFD 1	TO 8-2377
Bien Fred r	TO 8-3771
Bill's North Star Service Station RFD 2	TO 8-4265
Billings Harold r	TO 8-2205
BIRCHWOOD RESORT RFD 2	TO 8-3936
Blazek James upholsterer	
RFD 1 Ladysmith	TO 8-4374
Blix Clifford r	TO 8-2060
Blodgett Herman r RFD 1	TO 8-2534
Blodgett Howard r RFD 1	TO 8-2326
Blomberg Fred r RFD 1	TO 8-4101
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
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	TO 8-2912
Briggs William r	TO 8-2853
Broad Ralph r RFD 2	TO 8-3889
Brown Harold r RFD 3 Ladysmith	TO 8-2365
Bruce Agency insurance	TO 8-2155
Bruce Barber Shop	TO 8-3121
Bruce Beauty Shop	TO 8-2035
Bruce Blacksmith Shop	TO 8-4175
BRUCE BOWLING CENTER	TO 8-2495
Bruce Cafe	TO 8-2465
BRUCE CLOTHING STORE	TO 8-2975
BRUCE DRUG STORE	*TO 8-2805
Bruce Economy Store	TO 8-2075
Bruce Electric Shop	TO 8-2945
Bruce Hardware Co	TO 8-2045
BRUCE JEWELRY STORE	TO 8-3555
BRUCE LUMBER & SUPPLY	TO 8-3115
Bruce News-Letter	TO 8-2195
Bruce North Shore Mfg Co	TO 8-2605
Bruce Public Schools	TO 8-2585
Garage	TO 8-3435

BRUCE TELEPHONE CO	TO 8-2995
Manager's Residence	TO 8-4095
Bruce Theatre	TO 8-3235
Bruce Village Hall	TO 8-2185
Bryant Leslie r RFD 2	TO 8-2305
Buchholz Feed Store	TO 8-2735
BUD'S SUPER SHELL STATION	TO 8-3005
Buffington Vernal r RFD 1	TO 8-2372
Burcalow Mrs Harry r RFD 1	TO 8-3983
Burgh Robert r RFD 1	TO 8-3981
Burlingham Harold r RFD 1	TO 8-2371
Burns Darwin r RFD 1	TO 8-2550
Burns Mrs Lillian r RFD 1	TO 8-3362
Burt William livestock breeder RFD 2	TO 8-2951 or TO 8-9245PO
Button Roweland r	TO 8-2516

C

Cabanowski William r RFD 2	TO 8-3487
Calkins Mrs Beulah r RFD 3 New Auburn	TO 8-4398
Callahan V r RFD 2	TO 8-3940
Callies Mrs George r	TO 8-4221
Cameron Russell r RFD 2	TO 8-2558
Campbell Mrs H W r	TO 8-2885
Canaday William r RFD 2	TO 8-2557
Carr John Jr r RFD 1	TO 8-4065
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
CHIPPEWA FALLS RENDERING CO	*TO 8-4095
Christianson Audie L Jr r RFD 1	TO 8-3154
Christianson Donald r RFD 1	TO 8-3151
Church of Christ parsonage RFD 3 New Auburn	*TO 8-2572
Clark William r RFD 2	TO 8-2559
Clark Willis r RFD 2	TO 8-2409
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 8-2283
Conover Fred r RFD 2	TO 8-2404
Conover Jack r RFD 2	TO 8-2402
Corderman Alvin r RFD 2	TO 8-3932
Cox Jane r	TO 8-3835

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when placing out-of-town calls.

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Creighbaum Mrs Rex r RFD 2 ----- TO 8-3453
 Crotteau John r RFD 1 ----- TO 8-2530

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
DAIRYLAND STATE BANK ----- TO 8-2175
 Daniels Dean r RFD 1 ----- TO 8-3106
 Daniels Irvin r RFD 1 ----- TO 8-2568
 Daniels Mrs Roy A r RFD 1 ----- TO 8-3405
 Dappen Glen r RFD 2 ----- TO 8-3902
 Dauer Carl r ----- TO 8-3693
 Daufenbauch Carl r RFD 2 ----- TO 8-3890
 Davis Lester r ----- TO 8-3265
 Davison 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
DON'S RADIO-TV & APPLIANCE ----- TO 8-2895
 Doorn Delbert r RFD 1 ----- TO 8-3996
 Doorn Louis r RFD 1 ----- TO 8-3995
 Drake Wesley r RFD 1 ----- TO 8-3673
 Drause Charles r RFD 2 ----- TO 8-4191
 Duffey Dr John R cottage RFD 2 ----- TO 8-3938

E

ED'S RADIO & TV REPAIR ----- *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
 Eke Berger r RFD 2 ----- TO 8-3945
 Ellison Reeve r ----- TO 8-2595
 Elwood Perry r ----- TO 8-2391
 Emons Mrs Bertha r RFD 2 ----- TO 8-3456
 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
 Felton Roy r RFD 2 ----- TO 8-2334
 Felton Trueman r RFD 2 ----- TO 8-2132
 Fetke Henry r RFD 1 ----- TO 8-2560
 Fetting Manly r RFD 1 ----- TO 8-2320
 Fetting Robert r RFD 1 ----- TO 8-2638

FIGURA MACHINE & PLASTIC WKS ..	TO 8-2615
Figura Michael r RFD 2	TO 8-3927
Figura Wm r RFD 2	TO 8-3876
FIGURA WM WELL DRILLING	
& PLUMBING	TO 8-3395
Fiker Mrs Otto G r RFD 1	TO 8-3361
Fillion William r RFD 1	TO 8-2632
FIRE CALLS	*TO 8-2345
Fireside Lodge RFD 3 New Auburn	*TO 8-2574
Fleuter Carl r RFD 2	TO 8-3930
Flohr Gust r RFD 1	TO 8-3155
Fred's "66" Station	TO 8-3445
Frenzel George r RFD 1	TO 8-2522
FRIENDLY RESORT RFD 3 New Auburn	TO 8-2575
Frisinger Mrs Beryl r RFD 1	TO 8-2438
Frisinger Wallace r RFD 1	TO 8-2439
Fuglsang John r	TO 8-2762
Fuller Robert r RFD 2	TO 8-4339

G

Gamble Store	TO 8-2065
Gapinski Stanley r RFD 1	TO 8-2523
Garrett Guy r RFD 1	TO 8-3153
Gavin Dan r RFD 2	TO 8-4102
Gemienhardt Mrs Ardith r	TO 8-2871
Geraghty C E r	TO 8-2491
Gerber Robert r	TO 8-3425
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
Goin Texaco Station	TO 8-3125
Gonsowski Mrs Hazel r RFD 2	TO 8-3884
Gordon Herbert r RFD 1	TO 8-4821
Graves Floyd r RFD 1	TO 8-2431
Graves Sydney r RFD 1	TO 8-2631
Gray Elmer r RFD 3 New Auburn	TO 8-2482
Green Acres Resort RFD 3 New Auburn ..	TO 8-2576
Greensing 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

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

H

Hagen John B r RFD 2 -----	TO 8-3642
Hagerty G A attorney -----	TO 8-2645
Residence -----	TO 8-2775
Hamilton Elmer r -----	TO 8-2781
Hamilton Gordon r RFD 1 -----	TO 8-2533
Hansen N Y r -----	TO 8-2785
Hanson Alvin r -----	TO 8-4475
Hanson Gilbert r -----	TO 8-3262
Hanson James r RFD 2 -----	TO 8-2301
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 Erman r -----	TO 8-2165
Haskins Robert r RFD 2 -----	TO 8-2303
Hause Lloyd r -----	TO 8-2262
Hawley Myron r -----	TO 8-2255
Hayden Dale r RFD 1 -----	TO 8-2251
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
HELMER IMPLEMENT CO 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
HENDRICKS BROS AUTO SALES -----	TO 8-2095
Hendricks Chris r -----	TO 8-3465
Hendricks Leonard "Chick" r -----	TO 8-3495
Hendrickson Mrs Grace r -----	TO 8-2441
Hess Albert r RFD 2 -----	TO 8-3926
Higgins Gary P r -----	TO 8-2931
Hilten Lester r RFD 1 -----	TO 8-2433
Hinaus Earl r -----	TO 8-3725
Hinaus Owen r RFD 1 -----	TO 8-2961
Hite Robert r RFD 3 New Auburn -----	*TO 8-2576
Hoelt Bernard r RFD 1 -----	TO 8-2525
Hoelt 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
Huiras Paul r RFD 2 -----	TO 8-2958
Huml Louis r -----	TO 8-4235
Huntington Ed r RFD 2 -----	TO 8-3647

I

I'm Alone Tavern RFD 1	TO 8-2374
Imalone Tabernacle RFD 1	TO 8-2370
Island Lake Resort R3 New Auburn	TO 8-2571
Island Lake School RFD 3 New Auburn ..	TO 8-2486
Iverson Ole r	TO 8-2460
Iverson Otto r	TO 8-2475
Iverson William r	TO 8-2473

J

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	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
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
Kisling Al r RFD 2	TO 8-2672
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

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

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Koehler Ed r	TO 8-2842
Koehler Louis r	TO 8-3523
KOEHLER'S MARKET	TO 8-2025
Kohler Leslie r RFD 1	TO 8-3108
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 8-2574
Kraeuche George r RFD 1	TO 8-3987
Kraft Shop RFD 3 New Auburn	TO 8-2578
Kramer Eugene r RFD 3 New Auburn ...	TO 8-4367
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

L

LaBlonde E C r RFD 2	TO 8-3943
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
Lepley Bernal r	TO 8-4071
Lepley Lynn r RFD 1	TO 8-3993
Lone Pine Lodge RFD 2	TO 8-3450
Longseth Don Store	*TO 8-2895
Loomis Seth r RFD 1 Ladysmith	TO 8-2379
Lorenz W F r RFD 2	TO 8-3880
Loux Henry r RFD 2	TO 8-3452
Lowman Mrs O J r RFD 3 New Auburn ...	TO 8-2573
Lundgren Axel r RFD 1	TO 8-3999
Lysdahl F W r RFD 2	TO 8-2339

M

MacArthur Dougal r RFD 1	TO 8-3963
MACARTHUR HOTEL	TO 8-2625
MacArthur Lyall r RFD 1	TO 8-3961
MADDOCK'S DRUG STORE	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

MANOSKY DAVID J tel co mgr ofc --	*TO 8-2995
Residence -----	TO 8-4095
Children's Telephone -----	TO 8-3735
Manosky Farm r RFD 1 -----	TO 8-4292
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 8-2138
Mattison Glenn r RFD 1 -----	TO 8-3107
Mattison Lew r RFD 1 -----	TO 8-3105
Mattison Richard r RFD 1 -----	TO 8-3973
Mawson Joe r RFD 2 -----	TO 8-3483
Mayer Emil r RFD 1 -----	TO 8-3965
Mayou Carl r RFD 2 Ladysmith -----	TO 8-4327
McCann Allen r RFD 1 -----	TO 8-3861
McCracken Ernest r RFD 3 New Auburn --	TO 8-2571
McCracken Harold r RFD 3 New Auburn --	TO 8-2485
McCracken I F r RFD 3 New Auburn ---	TO 8-2483
McCrillie John H r RFD 2 -----	TO 8-3645
McCumber Kenneth r RFD 2 -----	TO 8-2953
McDonald Art r -----	TO 8-2932
McDonald Edward r RFD 2 -----	TO 8-3795
McDonald William r -----	TO 8-3522
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 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
Mincoff George r RFD 2 -----	TO 8-2282
MIRR FUNERAL HOME -----	TO 8-4155
If No Answer Call -----	Ladysmith 481
Mizener Elzie r RFD 2 Weyerhauser ---	TO 8-3974
Moberg William Leonard r -----	TO 8-4245
Mohlenbrink Henry r -----	TO 8-2681
Moon Howard r -----	TO 8-3095
Moon Nyle r -----	TO 8-3315
MOORE CLIFFORD trucker -----	TO 8-4045
Moore Seth r RFD 1 -----	TO 8-3962
Moore Stanley r RFD 1 -----	TO 8-2556

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.

Moser Orval r	TO 8-2843
Murtha Harry r	TO 8-3815
Musk Pyk Kamp RFD 2	* TO 8-2334
Myers Mrs James r RFD 2 Ladysmith ..	TO 8-2728

N

Nachtwey 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
Ness Rev LeRoy r	TO 8-4451
Newell Richard r	TO 8-3855
Newhagen Rev Olaf r RFD 1	*TO 8-2370
Noller John r	TO 8-2411
North Star Dairy	TO 8-2295
North Star Service Station	TO 8-4265
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
Northwestern Loan Investment Co	TO 8-3385
Novander Richard r	TO 8-2933

O

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

P

Paddock Charles r RFD 1	TO 8-3978
Paddock John r RFD 1	TO 8-2630
Paddock Thomas r RFD 1	TO 8-2635
Paszak Bill r RFD 2	TO 8-3879
Paulson Donald r RFD 2	TO 8-3905
Peck Alvin r RFD 1	TO 8-3989
Perkovich Mike r RFD 1	TO 8-3158
PETER PAN CLEANERS	TO 8-3355
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 Mrs Natalie r	TO 8-2395
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
Pinnow Bernard r RFD 2 -----	TO 8-2367
Plaskey John r RFD 2 -----	TO 8-2487
Plaszcz Frank r RFD 2 -----	TO 8-3485
Plotner Clair r -----	TO 8-2815
Plummer Robert r RFD 2 -----	TO 8-3941
POLICE -----	TO 8-2278
If no answer call -----	TO 8-2185
Ponsler Charles r RFD 1 -----	TO 8-3805
Pooler Leon r -----	TO 8-2145
Powers Duane r RFD 2 -----	TO 8-4293

Q

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

R

Ramsey John W r -----	TO 8-2855
Rasmussen Lyle r RFD 1 -----	TO 8-2510
Rasmussen William D r RFD 2 -----	TO 8-2335
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 8-4822
Reichel George r RFD 1 -----	TO 8-2637
Reichel Henry r RFD 1 -----	TO 8-2636
Rethwisch Harold r RFD 2 -----	TO 8-3874
Robbins Elmer r RFD 1 -----	TO 8-3994
Rolstad Virgil L r -----	TO 8-4015
Root Byron r RFD 2 Ladysmith -----	TO 8-2720
Root Ross r RFD 2 Ladysmith -----	*TO 8-2720
Rurup Francis r RFD 2 -----	TO 8-3931
Ryall Arthur r RFD 1 -----	TO 8-4345
Ryall Ike r RFD 1 -----	TO 8-3980

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
Sauer Donald r -----	TO 8-3295
Sauer Gerald r -----	TO 8-4141
Scheel Carl r RFD 1 Ladysmith -----	TO 8-2378
Schiefelbein Ben r -----	TO 8-3595
Schiessl Adam r RFD 2 -----	TO 8-3883
Schipper Rev Robert r -----	TO 8-3475
Schmidt William r -----	TO 8-3675
Schmitz Henry r RFD 1 -----	TO 8-4000
Schmitz Mrs Mary r RFD 1 -----	TO 8-4007

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

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Schott Alex r RFD 1	TO 8-2526
Schroeder Irvin r	TO 8-2935
Schultz E H dentist RFD 1	TO 8-2985
Schultz Elizabeth r	TO 8-4285
Schultz Robert r	TO 8-2665
Scoles Jack r RFD 1	TO 8-3997
Sedlacek Bernard r RFD 2	TO 8-4165
Selinske Edward r	TO 8-4205
Selinske Radio & TV Repair	TO 8-4205
Severin Harold r RFD 2	TO 8-2408
Shearman Mrs May r RFD 1	TO 8-4341
Shilts Gilbert r RFD 1	TO 8-3979
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
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
Sobkoviak Joseph r	TO 8-2881
Soo Line Depot	TO 8-2085
Sorensen Mrs Chris r RFD 2	TO 8-2671
Sorensen Hans C r	TO 8-2682
Sorensen Rose r	*TO 8-2155
Sorrels Robert r RFD 2	TO 8-4319
Spade's Resort RFD 2	TO 8-2338
Spoolhoff Case r RFD 1	TO 8-2511
Spoolhoff Rense r RFD 1	TO 8-3100
Stahmann L E r	TO 8-2105
STANDARD OIL CO	TO 8-2750
Steckel Richard r	TO 8-3055
STEFFEK MIKE TAVERN & STORE RFD 3 New Auburn	TO 8-2480
STEHBERGER'S SUNNY SLOPE RESORT RFD 2	TO 8-2134
STERLING AGENCY 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 8-2331
Stevens Mae F r RFD 2	TO 8-2330
Stevens Max r RFD 1	*TO 8-3371
STEVENS STANDARD STATION	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
Stromberg Albin r RFD 1 -----	TO 8-4384
SURGE SALES & SERVICE -----	TO 8-3605
Sutton Victor C r -----	TO 8-2013
Swada John r RFD 2 Weyerhauser ----	TO 8-4188
Swaney Mrs Bessie r -----	TO 8-3525
Swaney John r RFD 2 Weyerhauser ----	TO 8-4185
Swanson Melvin r -----	TO 8-2911
Sweet Mrs Edna r RFD 2 Ladysmith ___	*TO 8-3892
Szura Stanley r RFD 3 New Auburn ----	TO 8-4391

T

Tabat Joe r RFD 2 -----	TO 8-2133
Tall Pines Traylor Court RFD 2 -----	*TO 8-4291
Taplin Rev Gene r RFD 3 New Auburn --	TO 8-2572
Tatro Mrs Dorothea r -----	TO 8-2715
Tatro Kent r -----	TO 8-3205
Tatro Kent Oil Co -----	*TO 8-3205
Taylor Duane r RFD 2 -----	TO 8-3947
Taylor Mrs Eva r RFD 2 -----	TO 8-4304
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
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

U

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

V

Valiquette Victor A r -----	TO 8-2695
Vanderloop Paul r RFD 2 -----	TO 8-3480
Van Soelen John r RFD 2 -----	TO 8-2950
Vierck Jack Body Shop -----	TO 8-3625
Village Hall -----	*TO 8-2185
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

**Please Include "TOwnsend 8" as a part of your full Number
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Vreeland Norman r RFD 1	TO 8-2567
Vreeland Roy r RFD 1	TO 8-2563
Vreeland Wayne r RFD 1	TO 8-2561

W

Wagon Wheel Grocery & Tavern RFD 1 ..	TO 8-2376
Waite Joe r	TO 8-2765
Waite Lloyd r	TO 8-3363
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
Weutrich Mrs Ernest r	TO 8-3634
Whalen Dr M L physician ofc	TO 8-2425
Residence	TO 8-2421
White Archie r RFD 2 Ladysmith	TO 8-3897
Wickman Henry r	TO 8-3611
Willis Mrs George E r	TO 8-2445
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
Wisherd Robert r	TO 8-3250
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

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
Zelm Arnold r RFD 2 Ladysmith	TO 8-2278
Zielke Henry r	TO 8-4275
Zielke Robert r	TO 8-3231
Ziesemer Alfred r RFD 1	TO 8-3869
Zietz Ervin r RFD 1	TO 8-2633
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

Automobile Body Shops

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

Automobile Dealers—New Cars

CHEVROLET AUTHORIZED SALES
AND SERVICE

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



"WHERE TO BUY IT"

B & W Chevrolet Co Inc
1st & Kansas ----- Hayward 25

COMET SALES AND SERVICE

COMET
Quality Headquarters
your
COMET DEALER

COMET

"WHERE TO BUY IT"

Hendricks Bros Auto Sales
TO 8-2095

(Continued next Page)

Look through these pages
to find who makes it,
who sells it, who fixes it.

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

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

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

MERCURY SALES AND SERVICE

QUALITY HEADQUARTERS FOR
SALES AND SERVICE -
YOUR MERCURY DEALER.



"WHERE TO BUY THEM"
Hendricks Bros Auto Sales
Main st ----- TO 8-2095

Look through these pages
to find who makes it,
who sells it, who fixes it.

RAMBLER SALES AND SERVICE

RAMBLER
6 or V-8
AMBASSADOR
METROPOLITAN

RAMBLER

"FOR INFORMATION CALL"
Hendricks Bros Auto Sales
Main st ----- TO 8-2095

Automobile Dealers—Used Cars

OK USED CARS

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



"WHERE TO BUY THEM"
B & W Chevrolet Co Inc
1st & Kansas ----- Hayward 25

Automobile Radiators—Repairing

Hemphill's Radiator Service TO 8-3215

Automobile Repair & Service

—See "Garages"

HENDRICKS BROS. AUTO SALES



MERCURY - RAMBLER & SAFE-BUY USED CARS



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

WRECKER SERVICE

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

"YOUR COUNTY MERCURY - RAMBLER DEALER"

BRUCE

WISCONSIN

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 Alleys

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

Chiropractors

Fenander Dr A V
206 W2 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
Nathaniel Lutheran Church
parsonage ----- TO 8-4451
St Mary's Rectory ----- TO 8-3475

Cleaners & Dyers

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

Clothing

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

Concrete Blocks**FEHR CONCRETE PRODUCTS INC.**

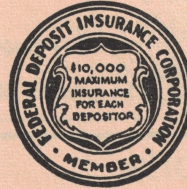
Concrete - Cinder
Aglite Blocks
Concrete Culvert & Sewer Pipe
Septic Tanks and Dry Wells
F & A Factory Cast Concrete
Floor System

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

**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
943-2581

SHELDON
2635

**BRUCE
BOWLING CENTER**

"SHOW PLACE OF THE
NORTHWEST"

- Carroll and Rita Geraghty ●

Visit Our Famous
Cocktail Lounge

- DIAL TO 8-2495 ●

BRUCE

WIS.

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Dairy Equipment & Supplies

Panosh Sales & Service
Solar Bulk Milk Tanks
112 W 2nd S ----- Ladysmith 582W

Dairy Products

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

Dead Stock Removers

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

Dentists

Gerken Kurt D
213 W Miner av ---- Ladysmith 289
Lea Robert M
101½ Miner av W --- Ladysmith 87
Schultz E H ----- TO 8-2985

Department Stores

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

Directories—Telephone

HORNE DIRECTORY CO

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

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

Ditmanson's

Ladysmith

• PHONE 23 •

**"Complete Selections
at Fair Prices"**

Look through these pages

to find who makes it,

who sells it, who fixes it.

If

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

**CLASSIFIED
TELEPHONE
DIRECTORY**



Why not try it?

Doctors of Medicine

—See "Physicians & Surgeons"

Drive-Ins

—See "Restaurants"

Drug Stores

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

**MADDOCKS'
DRUG STORE**

PRESCRIPTIONS
 DRUGS
 VETERINARY SUPPLIES

- DIAL BRUCE TO 8-2805 ●
- AFTER HOURS TO 8-3681

BRUCE

WIS.

**ELECTRICAL
WIRING & REPAIR**

- Residential ● Commercial
- Industrial

YOU
 MUST BE
 SATISFIED

DIAL
 TO 8-2945

BRUCE ELECTRIC
 SERVICE

"Arnold Feller & Son"

**LADYSMITH
PHARMACY****Walgreen System Drug Store**

Photo Supplies & Developing
 Service

**PHONE 82**

For Drugs & Prescriptions

DRUGGISTS

113 MINER AVE. E.
 LADYSMITH, 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



DEALERS IN USED
 • TRACTORS •
 and FARM MACHINERY
FARM EQUIPMENT



PHILLIPS "66"
 G A S
 O I L
 T I R E S
 B A T T E R I E S

AUTOMOTIVE ACCESSORIES
 • GENERAL REPAIR •
 Tractors & Farm Machinery

**HELMER
 IMPLEMENT CO.**

• DIAL TO 8-3305 •
 BRUCE WISCONSIN

McElravy

**FUNERAL HOME
 INCORPORATED**



• PHONE •
 4 3 3

Ladysmith, Wis.
 120 Fritz Ave., E.

**MIRR
 FUNERAL
 HOME**



Ralph Mirr
 Funeral Director

• AMBULANCE SERVICE •
 Phone TO 8-4155 Bruce

Farm Implements

Hein Implement Co ----- TO 8-2455
 Helmer Implement Co
 RFD 1 ----- TO 8-3305
 (See Advertisement This Page)

Feed

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

Filling Stations

—See "Service Stations"

Florists

Grace's Flower & Gift Shop
 821 Worden av E -- Ladysmith 189
 Ladysmith Flower Shop
 & Greenhouses
 909 First St S ----- Ladysmith 84W

Funeral Directors

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

Garages

CHEVROLET AUTHORIZED SERVICE

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



"FOR SERVICE CALL"

B & W Chevrolet Co Inc
 1st & Kansas ----- Hayward 25

Hendricks Bros Auto Sales TO 8-2095

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Gas—Bottled & Bulk

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 8-2332

Grocers

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

Hardware

Bruce Hardware Co ----- TO 8-2045
 Gamble Store ----- TO 8-2065
 Vorce & Frogner Inc
 Weyerhauser ----- 353-4481

Hearing Aids

LADYSMITH HEARING SERVICE

L. Marvelli

HEARING TESTED
 WITH AUDIOMETER
 Dahlberg & Goldentone
 Hearing Aids

119 W Miner -- Ladysmith 130W

Heating Contractors

Panosh Sales & Service
 112 W 2nd S ----- Ladysmith 582W

Look through these pages

to find who makes it,

who sells it, who fixes it.

Vorce & Frogner, Inc.

— OUR OWN HARDWARE —



Philgas

Bottled & Bulk Gas Service
 Plumbing - Heating - Appliances

— PHONE 353-4481 —
 WEYERHAUSER, WIS.



"Self Service"

Meats - Vegetables - Fruit

KOEHLER'S MARKET

DIAL TO 8-2025 BRUCE

LOOK

IN THE

CLASSIFIED

IT

TELLS

WHO

SELLS

STERLING AGENCY

"Rodney A. Keith, Mgr."
Northwestern Loan Bldg.
GENERAL INSURANCE

• DIAL TO 8-3545 •

BRUCE

WIS.

Jamieson & Company

Members of
New York Stock Exchange
and Other Principal Exchanges

STOCKS — BONDS
COMMODITIES

Private Wire System

E. W. Diven, Mgr.

Ron A. Lind

Fred A. Sirianni Peter A. Sirianni
Registered Representatives

Call Eau Claire TEmple 4-4142

204 S. Barstow St. Eau Claire, Wis.

DIAMONDS



DIAL TO 8-3555

HAMILTON
BULOVA
ELGIN

GUARANTEED WATCH
& JEWELRY REPAIR
SPEEDOMETER REPAIR

BRUCE JEWELRY

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Hospitals

St Mary's Hospital
South av W ----- Ladysmith 163

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)

Investments

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

Jewelers

Bruce Jewelry Store ----- TO 8-3555
(See Advertisement This Page)

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

Loans

Federal Land Bank
202 W 2 N ----- Ladysmith 30
Northwestern Loan & Investment Co
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
(See Advertisement This Page)

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
Park Cabins & Motel
101 Everett av E -- Ladysmith 300J

Newspapers

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

Oil Distributors

Quinn Oil Co ----- TO 8-3285
Standard Oil Co ----- TO 8-2750
(See Advertisement This Page)
Tatro Kent Oil Co ----- TO 8-3205

Optometrists (OD)

Jacobson Dr Edward M
122½ N Main - Rice Lake CE 4-3113
Marvelli Dr L B
"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

Radio Sales & Service

Ed's Radio & TV Repair TO 8-4205

Railroads

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

Refrigerators—Servicing

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

FIGURA MACHINE & PLASTIC WORKS

"MICHAEL FIGURA, OWNER"

Manufacturers of

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

MACHINE and
GENERAL REPAIRS

All Types of Welding



DIAL
TO 8-2615
BRUCE

**PRODUCTS**

GAS - OIL
DIESEL FUEL
FUEL OIL

TANK WAGON DELIVERY

DIAL TO 8-2750 BRUCE

STANDARD OIL CO.

ROLAND TOWERS

Agent

BRUCE

WIS.

Look through these pages

to find who makes it,

who sells it, who fixes it.

**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.

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
Island Lake Resort
RFD 3 New Auburn ----- TO 8-2571
Kozel's Fireside Lodge
RFD 3 New Auburn ---- TO 8-2574
Lone Pine Lodge RFD 2 -- TO 8-3450
Musk Pyk Kamp RFD 2 -- TO 8-2334
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 & Truck Stop
RFD 2 ----- TO 8-9245

Sand & Gravel

Stevens & Sons Truck & Shovel
Service
RFD 2 ----- TO 8-3371 or TO 8-4335

**The YELLOW PAGES can
save you time and trouble!
Turn to them the next time
you need something for your
home or office.**

Schools

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

Septic Tanks—Cleaning**BELLOWS & BELLOWS**

Septic Tanks & Dry Wells
 Cleaned

Wis. License No. 68
 Anytime - Anywhere
 Moving & Mobile Homes
 Towed

36 Years Experience
 Reasonable Prices

Cameron ----- 52

Service Stations

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

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

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Telephone Companies

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

Television

Don's Radio-TV & Appliance
 TO 8-2895
 (See Advertisement This Page)
 Ed's Radio & TV Repair -- TO 8-4205
 Knudson Radio & TV Service
 RFD 2 ----- TO 8-3915

Theatres

Bruce Theatre ----- TO 8-3235

**DON'S RADIO - T-V
 & APPLIANCE**

Motorola **TV**

— SALES & SERVICE —

Small Appliances
 Radios & Record Players

● DIAL TO 8-2895 ●

BRUCE

WIS.

If

you want more business

you can get it

by using space

like this

in the

CLASSIFIED

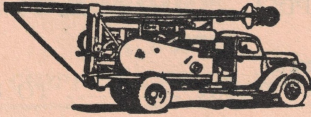
TELEPHONE

DIRECTORY



Why not try it?

**WILLIAM
FIGURA
WELL DRILLING
& PLUMBING**



DIAL TO 8-3395 BRUCE

If No Answer Call TO 8-3876

- Water - Well Drilling
- Water Systems & Supplies
- New and Used Water Systems

BRUCE

WIS.

The
**CLASSIFIED
TELEPHONE
DIRECTORY**
Is
A Short Cut
To
The Nearest
**SOURCE
OF
SUPPLY**

Trailer Courts

Tall Pines Trailer Court
RFD 2 ----- TO 8-4291

Trucking

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

Trucks—Motor

CHEVROLET TASK-FORCE TRUCKS

MONEY SAVING
MODEL FOR
EVERY JOB!



“WHERE TO BUY THEM”

B & W Chevrolet Co Inc
1st & Kansas ----- Hayward 25

Undertakers

—See “Funeral Directors”

Upholstering

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

Used Cars

—See “Automobile Dealers—
Used Cars”

Veterinarians

BARKER G F DVM

VETERINARIAN

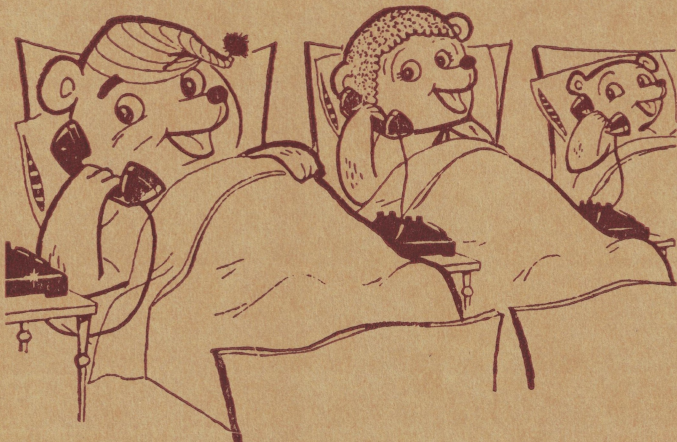
Box 207 ----- Ladysmith 945

Well Drilling

Figura Wm Well Drilling
& Plumbing ----- TO 8-3395
(See Advertisement This Page)

Women’s Apparel

Ruby’s Dress Shop
107 Miner av W ---- Ladysmith 264



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

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

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In The
Yellow Pages**

