

EMERGENCY NUMBERS — INSIDE FRONT COVER

BRUCE

BRUCE TELEPHONE COMPANY INC
BRUCE WISCONSIN
AREA CODE 715 • MAY 1967

TELEPHONE DIRECTORY



EMERGENCY and SERVICE NUMBERS

FIRE
868-2345

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

POLICE ----- **868-2278**

SHERIFF

Rusk County ----- **Ladysmith 532-3440**
(Long Distance Charge Applies)

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. ----- **868-2995**

If No Answer Call ----- **868-4095**

or ----- **Dial "0" Operator**

TELEPHONE BUSINESS OFFICE

Application for service, moving, bills, etc. ----- **868-2995**

If No Answer Call ----- **868-4095**

GENERAL INFORMATION

BRUCE TELEPHONE COMPANY, INC.

BRUCE, WISCONSIN

EMERGENCY TELEPHONE USAGE

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".

FRAUDULENT TELEPHONE CALLS

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 \$100.00 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 \$100.00 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.

USE OF RESIDENCE TELEPHONES FOR BUSINESS PURPOSES

Residence Telephones are installed with the understanding that they will be used for normal social or domestic purposes.

A Residence Telephone will be changed to busi-

ness service if used primarily or substantially for business purposes, or if the residence telephone number is advertised in connection with the sale of products or services and the subscriber has no business service elsewhere within our system.

DIRECTORIES

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

lines and to make any changes when necessary.

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

TARIFFS

There are established in conformity with the requirements of the state or local regulatory body.

Any information not made a part of this directory is available to individuals at the telephone office.

TELEPHONE USAGE

DIALING PROCEDURE FOR LOCAL CALLS

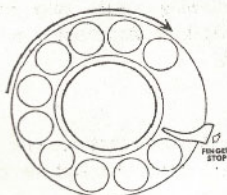
Make certain you dial the correct number by consulting the most current issue of your telephone directory.



Remove receiver and listen for the dial tone.



Dial your desired party's telephone number by turning dial clockwise to the finger stop and releasing after each numeral.



RINGING and BUSY SIGNALS

Upon completion of dialing,

you will hear a **RINGING SIGNAL**



OR

you will hear a **BUSY SIGNAL**



(your call is being completed)



(place your call at a later time)

If a mistake is made in dialing, it will be necessary to hang up and dial the COMPLETE number

again. If assistance is required, dial Operator.

PARTY LINE CALLS

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, hang up the receiver and try your call later. In this way you will not disturb the conversation or dialing or party using the line. If the line is not in use, press the button, listen for the dial tone, then proceed dialing your called party. In answering the telephone on a Rural Line take off the receiver and push the button to talk.

On both rural and urban party lines the first five (5) numerals designate the party. When dialing a number with the first 5 numerals the same as the first 5 numerals of your own number, remove the

receiver from the hook and listen for the dial tone. Then dial the directory number. When you complete dialing the number you will hear a busy signal. Hang up the receiver, and allow your called party's telephone to ring for about 10 seconds. Remove receiver and wait for the called party to answer. If on a rural line, push the button to talk. If on answering the telephone you hear a "tick tock" tone, it indicates someone on your own line in calling. Please stay on the line and give them time to return to their telephone.

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

TIMING OF LOCAL CALLS

All local calls are automatically timed for 6-8 minutes of conversation time. Approximately 30 seconds after you hear a warning tone (splash of dial tone) the connection will be broken. If you have not completed your call, please wait at least

five minutes before replacing your call. This will allow other party line subscribers to complete their calls and will allow any incoming calls to you to be completed. Long distance calls are not timed in this manner.

USE OF RESIDENCE TELEPHONES FOR BUSINESS PURPOSES

Residence Telephones are installed with the understanding that they will be used for normal social or domestic purposes.

A Residence Telephone will be changed to busi-

ness service if used primarily or substantially for business purposes, or if the residence telephone number is advertised in connection with the sale of products or services and the subscriber has no business service elsewhere within our system.

CAREFUL DIALING results in BETTER SERVICE!

- ALWAYS CONSULT THE MOST CURRENT DIRECTORY
- KEEP YOUR 'PERSONAL DIRECTORY' LIST CURRENT

LONG DISTANCE

TYPES OF 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.

COLLECT CALLS—If you wish the Person you are calling to pay the charges, please notify the oper-

ator when you place the call. This may be done on both station-to-station and person-to-person calls.

OVERSEAS CALLS—Calls to practically all the world's telephones can be made from your telephone. Information on countries which can be called and

rates may be obtained from the Long Distance operator. Reduced rates apply on calls to many countries during night hours and on Sundays.

CONFERENCE CALLS—Long Distance conference service permits connecting to your telephone persons

in different cities at the same time. Ask Long Distance for the conference operator.

REDUCED RATES

— ON CALLS WITHIN WISCONSIN . . .

75¢

WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call between 6:00 and 8 p.m. and all day Saturday.

45¢

WITHIN WISCONSIN is the most you can pay for a 3-minute station-to-station call after 8:00 p.m. and all day Sunday.

75¢

WITHIN WISCONSIN is the most you can pay for a 10-minute station-to-station call after 8:00 p.m. and all day Sunday.

— ON CALLS OUTSIDE WISCONSIN . . .

90¢

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.

All rates subject to tax.

for instants . . . call long distance

BRUCE

Alphabetical Telephone Directory

A

Adams Arthur r RFD 2	868-4015
Adams Billy r RFD 2	868-2307
Adams John L r RFD 1	868-2430
Adams Lewis r RFD 2	868-3872
Alstad Bjarne r RFD 2 Ladysmith	868-2729
Alvey Evelyn Mrs r	868-2055
Alvey Sam r RFD 1	868-2162
Alvey Selmer r RFD 2	868-4055
Amacoy Lake Motel RFD 2	868-2335
Amacoy Lake Resort RFD 2	868-2139
Amacoy Store RFD 2	868-2332
Amberger Robert r RFD 1	868-3981
Amble Thomas Mrs r RFD 2	868-2137
AMERICAN BREEDERS	*868-4425
American Cancer Society	*868-2990
AMERICAN GAS CO Ladysmith	
Dial "Operator" and ask for	Enterprise 1938
(No Charge for Enterprise Calls)	
If No Answer Call	Ladysmith 532-5001
(Long Distance Charge Applies)	
Or	Weyerhauser 353-4541
(Long Distance Charge Applies)	
ANDERSON ERNEST trucker RFD 1	868-2323
Anderson Gary r	868-2155
Anderson George r RFD 1	868-2632
Anderson Jessie Mrs r RFD 1	868-2555
Anderson Lester & Leonard r RFD 1	868-3991
Anderson Raymond r RFD 1	868-3865
Applebee Dean r	868-3500
Arnold Lila Mrs r	868-2393
Atkinson Bruce Mrs 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 WELL DRILLING & REPAIRS RFD 2	868-3871
Austin's Motor Court	868-3025

B

Babinsky Henry r RFD 1 Ladysmith	868-3594
BADGER OIL CO	868-3445
Balin Charles Mrs r RFD 3 New Auburn	868-4089
Baisden Dewey r RFD 1	868-2524
Bauer Mervin Mrs r	868-4585
Beaulieu Adelor Mrs r RFD 1	868-2265
Bebie Frances Mrs r	868-3612
Beebe Mary Mrs r RFD 2	868-3893
Beebe Roy r RFD 2	868-3898
Beilfuss Bert r	868-3575
Benik Robert Bar	868-4495

Bennor Walter r RFD 1	868-2375
Benson Amiel r	868-2415
Benson Arthur r RFD 1	868-3155
Benson Donald r RFD 1	868-3966
Berg Allan r	868-4445
Bessler Ray r	868-2792
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
Blazek James upholsteryer RFD 1 Ladysmith	868-2372
Blix Clifford r	868-2705
Blodgett Lyle r RFD 1	868-2534
Blodgett Howard r RFD 1	868-2326
Bocek Paul J r RFD 1	*868-3105
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
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
Bruce Beauty Shop	868-2035
BRUCE BLACKSMITH SHOP RFD 1	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	868-2045
Bruce Housing Authority	*868-3235
BRUCE JEWELRY—TELEVISION & APPLIANCES	868-3555
BRUCE LUMBER & SUPPLY	868-3115
Bruce Manufacturing Co	868-3255
Bruce News-Letter	868-2195
Bruce Plumbing & Heating	868-4415
Bruce Post Office	868-4215
BRUCE PROCESSING & MEAT MARKET	868-2741
Bruce Public Schools	868-2585
Garage	868-3435
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
Bullis Everett r	868-2395
Burlingham Harold Mrs 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	868-4101
Cancer Society-American	*868-2990
Cap Al r RFD 2	868-4658
Carlson Ruben r RFD 2 Weyerhauser	868-4184
Carr John Jr r RFD 1	868-2961
Carr John "Jack" Sr r	868-2782
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 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	868-4601
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

D

Dahlberg Isabella Mrs r	868-2441
Daily John 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
Dappen William r RFD 2	868-3901
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 Douglas r RFD 1	868-4002
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 Auburn	868-2481
Dillivan Bernard r RFD 1	868-2631
Dillivan Warren r RFD 1	868-3988
Doke James r	868-2861
Doorn Louis r RFD 1	868-3995
Doorn Robert r	868-3525
Downs Bert r RFD 2	868-3941
Drake Wesley r RFD 1	868-3673
Draus John r RFD 2	868-3484
Duffey John R Dr cottage RFD 2	868-3938

E

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
Eidahl Ray r	868-2025
Eidahl's Clover Farm Store	868-2075
Eke Berger r RFD 2	868-3945
Ellison Reeve r	868-2595
Elwood Perry r	868-2391
Engel John J r RFD 1 Ladysmith	868-2379
Ensenbach Lester Jr r RFD 2	868-2409
Evenson Ralph r	868-3633
Ewald Clayton Transfer	868-3015
Ewald Kenneth r	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
Fecteau James r	868-3055
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	868-4654
Ferr Stanley r RFD 2	868-3481
Fetke Henry A Jr r RFD 1	868-2564
Fetke Henry H Sr r RFD 1	868-2560
Fetting Barry r RFD 1	868-2436
Fetting David r RFD 1	868-2401
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	868-2136
Figura Wm r RFD 2	*868-3876
Finnes Thomas r RFD 2	868-2330
FIRE CALLS	*868-2345
Fleuter Carl Mrs r RFD 2	868-3930
Flohr Gust r RFD 2	868-3523
Flohr Richard r RFD 1	868-2161

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
Fryszak Frances Mrs r RFD 2	868-4171
Fuglsang John r	868-2762
Fults Harold r RFD 2	868-2280
Funk Blanche Mrs r	868-2445

G

GAMBLE STORE	868-2065
Gapinski Stanley r RFD 1	868-2523
Gauthier Henry r RFD 3 New Auburn	868-4081
Gavin Daniel Jr r	868-2971
Gavin Genevieve Mrs r RFD 2	868-4162
Geraghty C E r	868-2491
Gerken Kurt Sr r RFD 2	868-3641
Ginzer Rose Mrs r RFD 1 Ladysmith	868-3595
Girard Art r RFD 2	868-3920
Gilles Marian r	868-4515
Gillett Clair Mrs r RFD 2	868-4857
Gochee Ed r RFD 1	868-3990
Goff Earl r RFD 2	868-3875
Goff Herbert r RFD 2	868-3882
Gohde Lewis r RFD 2	868-2407
Goin Gene r RFD 1	868-2633
Goins Harvey r RFD 3 Ladysmith	868-2368
Gordon Ferguson Manufacturing Co Sewing Room	868-2605
Gordon Herbert r RFD 1	868-2831
Granger Herschel r RFD 2	868-3879
Granger Ramon r RFD 1	868-3960
Graves Floyd r RFD 1	868-2431
Graves Sydney r RFD 1	868-2834
Green Acres Resort RFD 3 New Auburn	868-2576
Grensing Carl r RFD 2	868-4295
Grensing Frank r RFD 2	868-2953
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	868-3878
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

H

Hagerty G A attorney	868-2645
Residence	868-2775
Hallum B C r RFD 3 New Auburn	868-4084
Hamilton Elmer Mrs r	868-2781
Hansen Alvin r RFD 2	868-4297
Hansen N Y r	868-2785
HANSEN BENNIE MONUMENTS & MARKERS RFD 2	868-3665

Harris Chester Mrs r RFD 2	868-2406
Harris John C Mrs r RFD 2	868-2403
Hartinger George r RFD 2	868-2361
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 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
Heintz Mike r RFD 1	868-4006
HELMER IMPLEMENT CO RFD 1	868-3305
Helmer John r RFD 1	868-3300
Hemphill Arnold r	868-3145
Hemphill Fay 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
Hendrickson Larry Rev r	868-4451
Hennekens Fred r RFD 2	868-4303
Hess Albert r	868-2765
Hiltner Lester r RFD 1	868-2433
Hinaus Earl Mrs r	868-3725
Hinaus Owen r	868-2746
Hite Robert r RFD 3 New Auburn	*868-2576
Hoeft Bernard r RFD 1	868-3993
Hoeft Edward r RFD 1	868-2527
Hoeft Frank r RFD 1	868-2529
Hoffelt Edmund r RFD 1	868-4005
Holly Frank r RFD 2 Ladysmith	868-2726
Holly Walter r RFD 2	868-2364
Holm Richard r	868-3261
Holmes William r RFD 2	868-2405
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 Stanley Bar	*868-4065
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	*868-4016

Jafolla Dorothy Mrs r RFD 2	868-3642
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
Jenkins Ralph D r	868-3345
Jenson Jenny Mrs r RFD 2	868-2300
Jerry's Log Bar	868-4635
JOE'S STANDARD SERVICE	868-4425
Johnson Albert C r RFD 2	868-2412
Johnson Forest r RFD 2 Weyerhauser	868-2535
Johnson Helen & Ruth r RFD 2	868-3456
Johnson James r RFD 1	868-2920
Johnson Janet r	868-2871
Johnson John Alfred r RFD 2 Ladysmith	868-2725
Johnson Laura Mrs & Vernon r RFD 1	868-3152
Johnson Luella r RFD 2	868-3648
Johnson Oscar trucker	868-2925
Johnson Robert r RFD 3 New Auburn	868-2483
Jones Ronald r RFD 2	868-4659
Joyner Allen r RFD 1	868-3866
Joyner Elmer r RFD 1	868-2531
Justus John r RFD 2	868-4293

K

Kahn Frank r RFD 2	868-3862
Kaiser Dewey r	868-3391
Kaitul Julian P r RFD 2	868-3940
Karis Ernest r	868-2841
Karpuleon Leroy D r RFD 2	868-2954
Kavicky Stephen r RFD 2	868-4012
Keeley Lillian r RFD 2	*868-3936
Keith Edgar r RFD 2	868-2673
Keith John r RFD 2	868-2306
Keith Rodney r	868-3765
Insurance	*868-3545
Kelley J O r RFD 1	868-2832
Kelley Jack r RFD 1	868-2373
KEN'S CAFE & TRUCK STOP RFD 2	868-9245
Kernwein Al r RFD 2	868-3942
Kinnear Daryl r	868-4103
Kisling Allen r RFD 2	868-2413
Kisling Clara Mrs r	868-3503
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	868-3781
Kolek Robert r RFD 2	868-4656
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	868-3931
Kramer Robert r RFD 2	868-2355
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
LaBrie Adolph r RFD 2	868-4298

LADYSMITH FLOWER SHOP & GREENHOUSE

909 1st south	Ladysmith 532-6070
(Long Distance Charge Applies)	
If no answer call	Ladysmith 532-3062
(Long Distance Charge Applies)	

Lahr Leo r RFD 1	868-3158
Lake Superior District Power Co	
Thornapple Plant RFD 3 Ladysmith	868-2366
For Service Call	Ladysmith 532-6226
(Long Distance Charge Applies)	

Lalan Jack r RFD 1	868-3185
LaMarr Charles r	868-2761
Lambert Dale r RFD 2	868-3949
Lancaster J L Col r RFD 2 Ladysmith	868-3896
Langhoff Del r RFD 1	868-3581
Larson Minnie Mrs r RFD 1	868-3101
Laverne Diane Mrs r RFD 1	868-3989
Leatherman Irvin r RFD 2 Weyerhauser	868-2536
Leatherman Walter r	868-3225
Lee Joseph B Mrs r RFD 2	868-3873
Lehman LaVerne r RFD 2	868-3929
Leon's Texaco	868-3125
Lepley Lynn r RFD 1	868-4001
Lepley Robert r	868-2825
Liazuk Dean r	868-4275
Lindau David r	868-3075
Lone Pine Lodge RFD 2	868-3450
Long Elmer r	868-2203
Loomis Charles r RFD 1	868-3153
Loomis Gary r RFD 2	868-2360
Loomis Seth r RFD 1 Ladysmith	868-3599
Lorenz W F r RFD 2	868-3880
Loux Henry r RFD 2	868-4010
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 Jerry M 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 Harold r RFD 2	868-2131
Martindale Robert r RFD 2	868-3886
Martindale Walter Mrs r RFD 2	868-2132
Martindale's 40 & 8 Drive In	868-4525
Mason Gilbert r RFD 3 New Auburn	868-2573
Massey William F r RFD 2	*868-2336
Mattison Glenn r RFD 1	868-3107
Mattison Lew r RFD 1	868-3105
Mattison Richard r RFD 1	868-3973
Mayer Neil r RFD 1	868-3965
Mayou Carl r RFD 2 Ladysmith	868-2722
McCann Allen r RFD 1	868-3861
McClughen Helen Mrs r RFD 2	868-4011
McCracken Harold r RFD 3 New Auburn	868-2485
McCrackin Ernest r RFD 3 New Auburn	*868-2571
McCrillis John H r RFD 2	868-3451
McDonald Edward r	868-3795
McDougall William B r RFD 1	868-3533
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McHugh York r RFD 2	868-3488
McIntyre Earl J r RFD 2 Ladysmith	868-2273
McLean John r RFD 2	868-3926
Mead Ben r	868-2811
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Morton Glenn A r	868-4231
Moser Orval r	868-2843
Myers James Mrs r RFD 2 Ladysmith	868-2728

N

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	868-4410
Nette Gertrude Mrs r RFD 2	868-4016
Nielsen Charles r RFD 1 Ladysmith	868-3592
Nielsen Philip r RFD 1 Ladysmith	868-3591
Noha Marvin r	868-4272
Noller John r	868-2411
North Star Dairy	868-2295

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103 W Worden av Ladysmith	868-4425
Northwestern Loan Corp	
General Office	868-4625
Loan Office	868-3385
Northwest Mink Ranches Inc RFD 1	868-3581
If No Answer Call	868-3580
Novak Ray r	868-3691
Novander Richard r	868-2933

O

Oberling R W Mrs r RFD 2	868-4652
Olesiak Walter r RFD 1	868-3976
Oleson Orville r RFD 2	868-2365
Oleson Grace Mrs r	868-3263
Olson Freebert r RFD 1	868-2435
Olson Oscar J r RFD 3 New Auburn	868-2480
Olson Ralph r RFD 2	868-4292
Olson Paul r RFD 1	868-3159
Opletal Bessie Mrs r RFD 2	868-3645
Ottum Duane r RFD 2	868-2905

P

Paddock Charles r RFD 1	868-3978
Paddock Nathan Mrs 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	868-2795
Peissig Jane r	*868-4515
Perkovich Michael r	868-2683

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Peter Pan Cleaners	868-3355
Peters Ralph r	868-4025
Peterson Elmer Mrs r RFD 2	868-3821
Peterson Elmer 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
Pfefferle Ray Mrs 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
Plockelman Sharon r	*868-4515
POLICE	868-2278
If No Answer Call	868-2185
Ponsler Charles r RFD 1	868-2471
Post Office	*868-4215
Powers Duane r RFD 2	868-2308

Q

Quade Donald r RFD 1	868-2515
Quinn Albert r	868-3280
Quinn Larry r	868-3521
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	868-4651
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	868-4663
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
Rogney Shirley Mrs r	868-4535
Ronkowski Erich r	868-3065
Root Ross Mrs r	868-4271
Rouleau Pat r RFD 2	868-3483
Ruff Frank r	868-2685
Rurup Francis r RFD 2	868-3946
Ryall Arthur r RFD 1	868-2835
Ryall Ike r RFD 1	868-2830

S

Sabye Arthur r RFD 3 New Auburn	868-2484
St John Norma Mrs r RFD 3 New Auburn	868-4080
St Louis Maurice Mrs r	868-2865

St Mary's Catholic Church	*868-3475
St Mary's Catholic Rectory	868-3475
Sam's Sporting Goods Store	868-4435
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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	868-3921
Schipper Robert Rev 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
Schwartz Frank J r RFD 2	868-4013
Scoles Jack r RFD 1	868-3997
Scott Ray r RFD 3 New Auburn	868-4362
Sealander Edward r	868-4465
Selinske Edward r	868-4205
Shaul Robert r RFD 1	868-3815
Shaver Nealan r RFD 2	868-2408
Shearman Gladys r RFD 1	868-3980
Sheffield Richard r RFD 2	868-2672
Shock Zoe Mrs r RFD 2	868-2671
Shydowski Tony r RFD 2	868-3933
Sieck Jens & Amanda Mrs r RFD 1	868-3971
Siglin Jack r	868-3825
Sillman Richard r RFD 1	868-3982
Silvernail Raymond r RFD 3 New Auburn	868-4083
Simpson Ernest r RFD 2	868-2959
Simpson William r	868-3635
Sims Archie r	868-4125
Siverling Gerald r	868-2863
Skogen Eldon r	868-3755
Slater Guy Mrs r	868-2763
Sleider Vincent r RFD 1	868-3984
Slesar E J r RFD 2	868-4299
Smith David r	868-3745
Smith Gilbert r RFD 2	868-3888
Smith Hugh r RFD 2	868-2302
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Spoolhoof Case r	868-2932
Stahmann L E Mrs r	868-2105
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Stefczak Edmund r RFD 2	868-2138
STEFFEK MIKE TAVERN & STORE	
RFD 3 New Auburn	868-2570
STEHBARGER'S SLOPE RFD 2	868-2134
Steindorf Clarence r RFD 2	868-2402
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Stevens Bros Truck & Shovel Service RFD 2	868-3371
Or	*868-4335
Stevens David r RFD 2	868-3486
Stevens Celia Mrs r RFD 2	868-4655
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 Mrs r RFD 2	868-3937
Stratton Harold r RFD 3 New Auburn	868-2482
Stromberg Raymond r RFD 1	868-4384
Sulham Milford r RFD 1	868-2539
SURGE SALES & SERVICE	*868-2045
Sutton Vernon C r	868-2013
Svoma James r RFD 1	868-3952
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	868-4653
Tall Pines Trailer Court PO Box 65	868-4291
Tangen Charles r RFD 2	868-3480
Taplin Gene Pastor RFD 3 New Auburn	868-2572
Tatro Dorothea Mrs r	868-2715
Tatro Mervin r	868-4212
Taylor Larry r	868-4165
Taylor Roger r RFD 2	868-3947
Taylor Wayne r	868-2263
Templeton L W r RFD 1	868-3156
Texaco Bulk Oil Company	*868-3095
Thaler Calvin r RFD 1	868-3972
Thoms Gordon & Marie r RFD 3 New Auburn	*868-2575
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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 Roland r	868-2750
Traczyk Martha Mrs r RFD 2	868-3489

Trebian Arthur r	868-4565
Treftz Sam r RFD 2	868-4339
Triplett Archie r RFD 1	868-2327
Triplett Ralph r RFD 1	868-2322
Trott Byron r RFD 2 Ladysmith	868-2721
Trott Richard r RFD 3 Ladysmith	868-2720
Truman Wayne r RFD 1	868-2532
Tuura John r	868-2873

U

United Parcel Service "Delivery Service"	
111 W Bridge	Wausau 845-1538
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Urmanski Frank r RFD 2	868-2281

V

Valiquette Victor A r	868-2695
Valley Carl r RFD 2	868-3487
Van Soelen John r RFD 2	868-2950
Veness Robert r RFD 1	868-3867
Vierck Jack Insurance Agency	*868-3625
Residence	868-3655
Vierck's Jack Body Shop	868-3625
Village Hall	*868-2185
Voss Louis r RFD 2	868-2404
Vought Frank r RFD 1	868-2321
Vought Julia Mrs r RFD 1	868-3108
Vreeland Boyd & Pearl r RFD 1	868-2567
Vreeland Frank r RFD 1	868-4482
Vreeland Leon r	868-2915
Vreeland L A r RFD 1	868-2565
Vreeland Roy r RFD 1	868-2563
Vreeland Wayne r RFD 1	868-2561

W

Wagon Wheel at Imalone RFD 1	868-2376
Waite Joe r	868-2882
Waite Lloyd r	868-2912
Walker C V r	868-2545
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 Konrad r RFD 1	868-3979
Weinert Walter r RFD 1	868-3975
Weld Clifton Mrs r RFD 2	868-2554
Weld Warren Mrs r	868-2875
Wester Blair Livestock r RFD 1	868-3801
Wester Clair r RFD 2	868-4018
Wester Ronald r RFD 1	868-2963
Westlund Kenneth r RFD 1	868-4475
WHALEN M L DR physician ofc	868-2425
Residence	868-2421
White Archie r RFD 2 Ladysmith	868-3897
Whittenberger Russell r RFD 1	868-3864
Wichman Henry r	868-3611
Wierzba Mike r RFD 2	868-3482

Wilder Stephen B r	868-3613
Willis Gladys Mrs r RFD 3 New Auburn	868-2577
Willoughby Leweldon r RFD 1	868-2325
Wilson L E r RFD 2 Ladysmith	868-2277
Woebeking Robert r RFD 1	868-3996
Woldseth George Rev r	*868-3565
Wonderspot Resort The RFD 2	868-2336
Wood Bernard r RFD 3 New Auburn	868-2489
Wood Ray r RFD 2	868-3454
Woodmansee George r	868-3165
Woodmansee Herbert Mrs 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
Wright Ralph r RFD 2	868-2400

Y

Young Shirley Mrs r RFD 2	868-2270
---------------------------------	----------

Z

Zebro Albert r	868-3035
Zehner Howard r	868-3695
Zelm Arnold r RFD 2 Ladysmith	868-2278
Zielke Henry r	868-2442
Zielke Robert r	868-3230
Zietz Ervin r RFD 1	868-2637
Zimmerman Helen Mrs r RFD 3 New Auburn ..	868-2486
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see Automobile Bodies—Repairing

Automobile Garages
see Garages

Automobile Insurance
see Insurance

Automobile Loans

see Banks; also Loans

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Automobile Storage

see Garages

Automobile Towing Service

see Towing Service; also Garages

Automobile Truck Dealers

see Truck Dealers—New

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see Sporting Goods—Retail

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Bruce Blacksmith Shop 868-4175

Boat Motors

see Outboard Motors

Bottled Gas

see Gas—Bottled

Bowling Lanes

Bruce Bowling Center 868-2495
(See Advertisement This Page)

Brokers—Real Estate

see Real Estate

Building Maintenance—Repairing

see specific headings such as Electric Contractors; etc

Cafes

see Restaurants

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see Restaurants

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see Trucking

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see Machine Shops

Cats

see Kennels



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office & parsonage ----- 868-3565

Imalone Tabernacle RFD 1 ----- 868-2370

Island Lake Church of Christ
RFD 3 New Auburn ----- 868-2572

Nathaniel Lutheran Church ----- 868-4455

parsonage ----- 868-4451

St Mary's Catholic Church ----- 868-3475

Cinder Blocks

see Concrete Blocks & Shapes

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Peter Pan Cleaners ----- 868-3355

Clothing—Men's

Bruce Clothing Store ----- 868-2975

Clothing—Whlse & Manufacturers

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see Restaurants

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Aglite Blocks

Concrete Culvert & Sewer Pipe

Septic Tanks and Dry Wells

Concrete Patch for Permanent

Repairs to Driveways & Steps

TAMMS SHEEN PAINT

All purpose masonry paint

Masonry Tools — All Types

SEE YOUR DEALER OR

CONTACT US

Rice Lake ----- 234-7441

Eau Claire ----- 832-6683

Concrete—Ready Mixed**LADYSMITH CONCRETE CO INC**

South av W ----- Ladysmith 532-6001

Contact Lenses

see Optometrists (O.D.)

Corn Huskers

see Farm Equipment

Costume Jewelry

see Jewelers—Retail

Creameries

see Dairy Products

Dairy Equipment & Supplies

Dairy Specialties Inc

Brushes For Dairy Plant & Farms

Contact Your Local Dealer

Or Call or Write

Sandy Hook Newton Conn (203) 426-2921

Dairy Products

Meisegeier Edward Dairy Products

RFD 2 ----- 868-3895

North Star Dairy ----- 868-2295

Dead Animal Stock Removers**INDIANHEAD RENDERING CO INC**

Ladysmith 532-3791

Dentists

Boehmer Al W

109 Lake av W ----- Ladysmith 532-5606

Gerken Kurt D

213 W Miner av ----- Ladysmith 532-6171

Schultz E H ----- 868-2985

Depots

see Railroad Lines

Diamonds

see Jewelers—Retail

Directory Advertising

see Advertising—Directory & Guide

Do-It-Yourself

see Hardware; also Lumber—Retail

Doctors

see Physicians & Surgeons—Doctors of

Medicine (M.D.)

Dogs

see Kennels

Draying & Teaming

see Trucking

Drive-In Restaurants

see Restaurants

Drug Stores

see Pharmacies

Dryers & Cleaners

see Cleaners & Dyers

Dyers & Cleaners

see Cleaners & Dyers

Electric Companies

Lake Superior District Power Co
Sub Station RFD 3 ----- 868-2366

Electric Contractors

BRUCE ELECTRIC SHOP ----- 868-2945

Electric Heating Contractors

see Electric Contractors

Electric Wiring

see Electric Contractors

Estate Matters

see Insurance

Eyeglasses

see Optometrists (O.D.)

Farm Equipment

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

Farm Machinery

see Farm Equipment

Feed Stores

Buchholz Feed Store ----- 868-2735

Fertilizer Applicators

see Farm Equipment

Filling Stations

see Service Stations—Gasoline & Oil

Fish—Ready To Serve

see Restaurants

Fishing Bait

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

Flooring

see Lumber—Retail

Florists—Retail

LADYSMITH FLOWER SHOP & GREENHOUSE
909 1st S ----- Ladysmith 532-6070
If No Answer Call -- Ladysmith 532-3062
MEL'S FLORAL STUDIO
Reverse Charges Accepted
303 Lake av W ---- Ladysmith 532-3966

Foods—Carry Outs

see Restaurants

Foreign Cars

see Automobile Dealers headings

Forgings—Machining

see Machine Shops

Foundation Soundings

see Well Drillers

Funeral Directors

McELRAVY-GEIER FUNERAL HOME INC
Reverse Charges Accepted
120 Fritz av E ---- Ladysmith 532-3744
(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 532-5420

McELRAVY-GEIER

FUNERAL HOME, INC.



• Phone •

532-3744

Reverse Charges

120 Fritz Ave., E.

Ladysmith, Wis.

Furniture Movers
see Movers

Garages

HENDRICKS BROS AUTO SALES
Standard Oil Products ----- 868-2095

Garden Implements
see Farm Equipment

Gas—Bottled

VORCE & FROGNER INC Weyerhaeuser 353-4481
(See Advertisement This Page)

Vorce & Frogner Inc.



- BULK PROPANE SERVICE
- BOTTLED GAS SERVICE
- LP GAS DOES BETTER



PLUMBING and HEATING
Open Friday Evenings

353-4481 or 353-2591

After Hours Call 353-2761 or 353-2101

WEYERHAUSER

**BRUCE
HARDWARE**



- Complete General Hardware
- Sporting Goods
- Surge Supplies
- Plumbing and Heating Supplies

DIAL 868-2045

BRUCE, WIS.

Gas Companies

AMERICAN GAS CO

**NATURAL GAS MEANS
LOW FUEL BILLS**

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



"FOR INFORMATION CALL"

AMERICAN GAS CO Ladysmith Wis
Dial Operator And Ask For
Enterprise 1938
(No Toll Charge On Enterprise Calls)

Gasoline Stations

see Service Stations—Gasoline & Oil

Gifts Shops

ZIMMERMAN'S GIFT SHOP
118 Miner av W ---- Ladysmith 532-5670

Government Offices

CITY, VILLAGE & TOWNSHIP
Bruce Village Hall ----- 868-2185

Gravel

see Sand & Gravel

Grocers—Retail

Amacoy Store RFD 2 ----- 868-2332
Eidahl's Clover Farm Store ----- 868-2075
Farmer's Store ----- 868-2125
Kraft Shop RFD 3 New Auburn -- 868-2578

Haberdashers

see Clothing—Men's

Hair Dyeing

see Beauty Salons

Hair Treatment

see Beauty Salons

Hairdressing

see Beauty Salons

Hardware

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

Hardwood Flooring

see Lumber—Retail

Hay Tools

see Farm Equipment

Hotels

MacArthur Hotel 868-2625

House Remodeling

see specific headings such as Electric Contractors; etc

Housewares—RetailTUPPERWARE HOME PARTIES
"DISTRIBUTOR"

GENIE SALES

108 Vine Eau Claire 832-1910

Ice Skates

see Sporting Goods—Retail

Insurance**LADYSMITH AGENCY INC**113 Miner av W Ladysmith 532-3155
(See Advertisement This Page)**STERLING AGENCY**Rodney A Keith
GENERAL
INSURANCE
OF
ALL TYPES

Bruce 868-3545

VIERCK JACK 868-3625

Jewelers—RetailBRUCE JEWELRY 868-3555
(See Advertisement This Page)**Kennels**Radka Walter Airedale Kennels
RFD 1 Ladysmith 868-3597**Lawyers**

see Attorneys-at-Law

Lenses—Contact

see Optometrists (O.D.)

Livestock

Wester Blair Livestock RFD 1 868-3801

Livestock BreedersBurt William RFD 2 868-2951
NORTHERN PROVED SIRE SERVICE
103 W Worden av .. Ladysmith 868-4425**Loans**

Northwestern Loan Corp 868-3385

THORP FINANCE LOANS

THORP FINANCE CORPORATION

\$50 to \$5000 Or More

120 Miner av E .. Ladysmith 532-5586

Loans—Real Estate

see Banks

Lubricating Service—Automotive

see Service Stations—Gasoline & Oil

**LADYSMITH AGENCY
INC.****INSURANCE**General Agents for
Rusk County Mutual Insurance Co.**REAL ESTATE**

COMPLETE AUCTION SERVICE

532-3155

113 Miner Ave. W.

Ladysmith

DIAMONDSHamilton-Bulova
Wittnauer Watches
GUARANTEED
Watch & Jewelry
Repair

- Speedometer Repair
- Gun Rebluing
- Gunsmith

BRUCE
JEWELRY**868-3555****LET YOUR FINGERS****DO THE WALKING**

Lumber—Retail

Bruce Lumber & Supply 868-3115

FLAMBEAU LUMBER COMPANY

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

Free Estimates - Planning Service

215 W 2nd Ladysmith 532-6233

HOME DISCOUNT CENTER INC

WALL PANELING

Large Discount on Factory
Rejects

Windows - Doors - Ceiling and
Floor Tile - Plywood
Hardboards - Formica

Complete Line of Building
Materials

309 E South Cornell 239-6812

Lampert Yards Inc 868-2705

Lunch Rooms

see Restaurants

Machine Shops

BRUCE BLACKSMITH SHOP 868-4175

Figura Machine & Plastic Works .. 868-2615

Machining—Automation

see Machine Shops

Machinists

see Machine Shops

Mail Order Houses

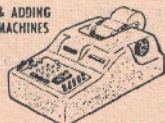
SEARS ROEBUCK & CO
CATALOG SALES OFFICE

111 Miner av W .. Ladysmith 532-5151

TYPEWRITERS



& ADDING
MACHINES



SOLD
SERVICED
RENTED

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

532-3559

**STANTON'S Business
Machines**

313 Miner Av. W.

Ladysmith, Wis.

Manufacturers—Basic Industry

Bruce Manufacturing Co 868-3255

Meat Markets

Bruce Processing & Meat Mkt .. 868-2741

Men's Furnishings

see Clothing—Men's

Milking Machines

Surge Sales & Service 868-2045

Mink Farms

Northwest Mink Ranchers Inc RFD 1 868-3581

Mobile Home Parks

see Trailer & Mobile Home Parks

Mobile Homes—Transporting

BELLOWS & BELLOWS .. Cameron 458-2301

Monuments

HANSON BENNIE MOUNMENTS & MARKERS

Markers
Cemetery Lettering
Settings



RFD 2 868-3665

Motels

Amacoy Lake Motel RFD 2 868-2335

Austin's Motor Court 868-3025

DAVIS COMMERCIAL MOTEL

27 Rooms—Completely Modern
Free Continental Breakfast
Room Phones—Free Local Calls
Central Air Conditioning
Hot Water Heat
Hwy 27 and 8

Miner Av W Ladysmith 532-5576

Motor Tune-Up

see Automobile Repairing & Service; also
Garages; also Service Stations—Gasoline &
Oil

Newspapers

Bruce News-Letter 868-2195

Office Supplies

STANTON'S BUSINESS MACHINES

313 Miner av W Ladysmith 532-3559

(See Advertisement This Page)

Oil Distributors

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

Oils—Fuel**SHELL HEATING OILS**

FEATURING
 CLEAN COMFORTABLE
 HEAT
 AUTOMATIC DELIVERY



"WHERE TO BUY IT"
 "DISTRIBUTOR"

QUINN OIL CO ----- 868-3285

Optometrists (O.D.)

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

Oriental Rugs

see Carpet & Rug Dealers—New

Outboard Motors**CHRYSLER OUTBOARDS**

FINE QUALITY outboards
 with dependable performance
 to make boating more fun.
 Full horsepower range —
 there's one just right for
 your boat.

ASK ABOUT OUR
 WARRANTY

"WHERE TO BUY THEM"
 "SALES AND SERVICE"

Bruce Hardware ----- 868-2045

**Paneling—Wood**

see Lumber—Retail

Pharmacies**LADYSMITH PHARMACY**

113 Miner av E ----- Ladysmith 532-3434

(See Advertisement This Page)

Maddocks' Drug Store ----- 868-2805

(See Advertisement This Page)

SPEIDEL'S DRUG STORE Ladysmith 532-5656

(See Advertisement This Page)

MADDOCKS' DRUG STORE

PRESCRIPTIONS
 DRUGS
 VETERINARY SUPPLIES

DIAL BRUCE 868-2805

Emergency Hours 868-3681

BRUCE, WISCONSIN

LADYSMITH PHARMACY

Walgreen System Drug Store

Photo Supplies & Developing
 Service

**RELIABLE
 PRESCRIPTIONS**

PHONE 532-3434

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 532-5656

SPEIDEL & SPEIDEL
 LADYSMITH, WISCONSIN

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

Whalen M L 868-2425

Plumbing Contractors

Bruce Plumbing & Heating 868-4415

Plywood Paneling

see Lumber—Retail

Profit Sharing Plans

see Insurance

Radiators—Automotive

Hemphill Fay Radiator Service .. 868-3215

Radio Repairing**FANDEL RADIO & TV SERVICE**

301 Miner av W Ladysmith 532-5171

Railroad Lines

Soo Line Depot 868-2085

Ready Mixed Concrete

see Concrete—Ready Mixed

Real Estate**LADYSMITH AGENCY INC**

113 Miner av W Ladysmith 532-3155

Real Estate Loans

see Banks

Rendering Companies**INDIANHEAD RENDERING CO INC**

Ladysmith 532-3791

(See Advertisement This Page)

**DEAD STOCK
WANTED****PHONE LADYSMITH 532-3791
OR BARRON 537-3050****WE PAY PHONE CHARGES****INDIANHEAD
RENDERING CO.**

Barron, Wis.

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 Slope RFD 2 868-2134
 Wonderspot Resort The RFD 2 868-2336

Restaurants

Bruce Cafe 868-2465
 Ken's Cafe & Truck Stop RFD 2 .. 868-9245
 Martindale's 40 & 8 Drive-In 868-4525

Rug Dealers

see Carpet & Rug Dealers—New

Rugs—Oriental

see Carpet & Rug Dealers—New

Sand & Gravel**LADYSMITH CONCRETE CO INC**

South av W Ladysmith 532-6001

Stevens Bros Truck & Shovel Service

RFD 2 868-3371

Or 868-4335

Schools

Bruce Public Schools 868-2585
 Garage 868-3435

Septic Tank Cleaning

see Septic Tanks

Septic Tanks**BELLOWS & BELLOWS**Septic Tanks & Dry Wells
Cleaned

Wis. License No. 68

Anytime - Anywhere

Mobile Homes

Towed

41 Years Experience
Reasonable Rates

Cameron 458-2301

Service Stations—Gasoline & Oil

Badger Oil Co	
Mileage Products-All Credit	
Cards Honored	868-3445
BILL'S NORTH STAR SERVICE RFD 2	868-4265
Bruce Texaco	868-3175
Bud's Super Shell Station	868-3005
Joe's Standard Service	868-4425
Leon's Texaco	868-3125

Shooters' Supplies

see Sporting Goods—Retail

Skates—Retail

see Sporting Goods—Retail

Sporting Goods—Retail

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

Sports Cars

see Automobile Dealers headings

Stock Yards

see Livestock

Super Markets

see Grocers—Retail; also Meat Markets

Surgeons

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

Taverns

Jerry's Log Bar	868-4635
Klund's Harlowe Resort RFD 2	868-3640
Melody Bar	868-4065
Pine Grove Tavern	868-4290
Steffek Mike Tavern & Store	
RFD 3 Auburn	868-2570
Thorpe Charles W RFD 1	868-2374

Tax Matters

see Attorneys-at-Law

Teaming Contractors

see Trucking

Telephone Companies

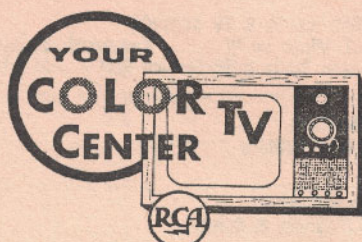
BRUCE TELEPHONE CO	868-2995
Manager's Residence	868-4095

Telephone Planning Service

see Telephone Companies

Television Dealers

BRUCE JEWELRY TELEVISION & APPLIANCES	868-3555
(See Advertisement This Page)	



SALES & SERVICE

MAYTAG APPLIANCES

Television Antennas

CALL

868-3555**BRUCE JEWELRY**

TELEVISION & APPLIANCES

Bruce

Wisconsin

SHOP THE



WAY

ACTION PEOPLE DO!



Television Repairing**FANDEL RADIO & TV SERVICE**

301 Miner av W _____ Ladysmith 532-5171
 Knudson Radio & TV Service RFD 2 _ 868-4555

Test Boring

see Well Drillers

Textile Dyers

see Cleaners & Dyers

Theatres

Bruce Theatre _____ 868-3235

Tillers

see Farm Equipment

Towing Service**STEARNS BILL CHEVROLET OLDSMOBILE INC**

24 HOUR TOWING

Trucks or Cars

"Big or Small We Can Handle
 Them All"

Complete Mechanical & Body Shop
 Service

215 Worden av _ Ladysmith 532-5600
 After Hours Call Ladysmith 532-5266

Trailer & Mobile Home Parks

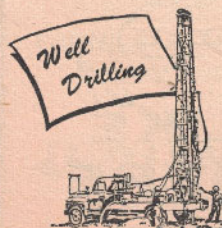
Tall Pines Trailer Court PO Box 65 _ 868-4291

Travel Bureaus**HIGGINS' TRAVEL SERVICE**

COMPLETE
 TRAVEL SERVICE

114 E Grand av _ Eau Claire 834-2686

ATWOOD WELL DRILLING & REPAIRS



Pressure Pumps

Area Wide
 Drilling

CALL

868-3871

Dale Atwood, Prop.

BRUCE

WISCONSIN

Truck Dealers—New**CHEVROLET WORKPOWER TRUCKS**

TRUCKS BUILT TO

FIT YOUR BUSINESS

AND YOUR BUDGET

"CALL"

LADYSMITH

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

**Truck Lubricating Service**

see Service Stations—Gasoline & Oil

Trucking

Anderson Ernest RFD 1 _____ 868-2323
 Ewald Clayton Transfer _____ 868-3015
 Johnson Oscar _____ 868-2925
 Moore Clifford _____ 868-4045

Undertakers

see Funeral Directors

Veterinarians' Equipment & Supplies

SPEIDEL'S DRUG STORE _ Ladysmith 532-5656

Watches—Repairing**REDWINE'S JEWELRY**

102 Miner av W _____ Ladysmith 532-3477

Well Drillers

Atwood Well Drilling & Repairs

RFD 2 _____ 868-3871
 (See Advertisement This Page)

Wiring Systems—Electric

see Electric Contractors

Wood Flooring

see Lumber—Retail

Wood Paneling

see Lumber—Retail

Wrecker Service—Automotive Towing

see Towing Service; also Garages

PERSONAL DIRECTORY

LOCAL CALLS

NAME AND ADDRESS

NUMBER

LONG DISTANCE CALLS

NAME AND ADDRESS

AREA
CODE

NUMBER

Your Long Distance calls will be completed more rapidly if you know the out-of-town telephone number. When an Operator gives you an out-of-town telephone number or "Area Code," it will be helpful if you make a note of it for future use.

Call Often — It's the next best thing to being there!

TELEPHONE DIRECTORY



*Let your fingers
do the walking!*



Action people do!