

BRUCE TELEPHONE DIRECTORY

May 1960



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 4,400 Independent Telephone Companies

GENERAL INFORMATION

DAVID MANOSKY, Manager

• Warning •

EMERGENCY TELEPHONE CALLS

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".

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

Rates, Rules and Regulations

These are established by the Wisconsin Public Service Commission. Any information not listed on these pages is available to individuals at the telephone office.

Long Distance Reduced Rates

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

Service Difficulties

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

Transmission of Messages

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

Directory

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

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

Emergency & Service Calls

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

Personal Directory

OUT OF TOWN NUMBERS

Name _____

Number

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper appears slightly aged or off-white. There is no handwriting or other markings on the page.

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	TO 8-2972
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
Anderson Brothers Lester and Leonard r RFD 1	TO 8-3991
Anderson Ernest RFD 2	TO 8-2323
Anderson Gary r	TO 8-2931
Anderson Raymond r RFD 1	TO 8-3865
Arey L S r	TO 8-2161
Atkinson Bruce r RFD 1	TO 8-3986
Atwood Charles Sr RFD 2	TO 8-3870
Atwood Dale r RFD 2	TO 8-3871
Atwood John r RFD 2	TO 8-3877
Austin Fred R Cities Service Station ...	*TO 8-3445
Austin's Motor Court	TO 8-3025
Austin Robert r RFD 2	TO 8-2333

B

Baker Glen r RFD 1	TO 8-2528
Balin Charles r RFD 3 New Auburn	TO 8-4399
Barber Shop	*TO 8-3121
Barney A J r	TO 8-4171
Bauer Mervin r	TO 8-2905
Beaulieu Mrs Adelor r	TO 8-2265
Beaulieu Darrell r RFD 1	TO 8-4002
Bebie Mrs Frances r	TO 8-3612
Beebe Mrs C A r RFD 2	TO 8-3893
Beebe Roy r RFD 2	TO 8-3898
Beilfuss Bert r	TO 8-3575

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.

Bennor Walter r RFD 1	TO 8-2375
Benson Amiel r	TO 8-2415
Benson Arthur r RFD 1	TO 8-4385
Benson Donald r RFD 1	TO 8-3966
BENTZ RESORT ON ISLAND LAKE	
RFD 3 New Auburn	TO 8-2480
Bernhardt Chris r	TO 8-3065
Bettner Mrs Arthur r RFD 2	TO 8-3644
Beyer Clifton r RFD 1	TO 8-2377
Bien Fred r	TO 8-3771
Blain Motor Co	TO 8-2745 or TO 8-3745
Blazek James 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 8-3805
BLOMBERG'S FRED STANDARD STATION	
Blomberg Walter r	TO 8-4425
Blosser Rev Harold J church office	TO 8-4145
Parsonage	TO 8-3565
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 Hatchery	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
Bruce Agency insurance	TO 8-2155
BRUCE ARMY SURPLUS STORE	
Bruce Bar	TO 8-2975
Bruce Barber Shop	TO 8-2791
Bruce Beauty Shop	TO 8-3121
Bruce Blacksmith Shop	TO 8-2035
Bruce Block Company	TO 8-4175
Bruce Block Company	TO 8-3505
BRUCE BOWLING CENTER	
Bruce Economy Store	TO 8-2495
Bruce Electric Shop	TO 8-2075
Bruce Electric Shop	TO 8-2945
Bruce Garment Mfg Co	
Cutting Room	TO 8-4405
Sewing Room	TO 8-2605
Bruce Hardware Co	TO 8-2045
BRUCE JEWELRY STORE	
Bruce Jewelry Store	TO 8-3555
BRUCE LUMBER & SUPPLY	
Bruce Lumber & Supply	TO 8-3115
Bruce News-Letter	TO 8-2195
Bruce Public Schools	TO 8-2585
Garage	TO 8-3435
BRUCE TELEPHONE CO	
Manager's Residence	TO 8-2995
Bruce Theatre	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 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 George r -----	TO 8-4221
Cameron Russell r RFD 2 -----	TO 8-2558
Campbell Mrs H W r -----	TO 8-2885
Canaday Howard r -----	TO 8-2815
Canaday William r RFD 2 -----	TO 8-2557
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 Roy 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 Mrs Ina r -----	TO 8-3691
Clark William r RFD 2 -----	TO 8-2559
Clark Willis r RFD 2 -----	TO 8-3862
Clausen Harold r RFD 1 -----	TO 8-4003
Clausen Herman insurance -----	TO 8-3275
Clough Clarence r RFD 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
Creighbaum Mrs Rex r RFD 2 -----	TO 8-3453
Crotteau John r RFD 1 -----	TO 8-2530

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D

Dahl Carsten r	TO 8-3632
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 INSURANCE AGENCY	TO 8-3545
DAIRYLAND STATE BANK	TO 8-2175
Daniels Dean r RFD 1	TO 8-3106
Daniels Irvin r RFD 1	TO 8-2568
Daniels Mrs Roy A r RFD 1	TO 8-3405
Dappen Glen r RFD 2	TO 8-3902
Dauer Carl r	TO 8-3693
Daufenbauch Carl r RFD 2	TO 8-3890
Davis Lester r	TO 8-3265
Davison O L r	TO 8-3631
Dearhamer Lloyd r RFD 2 Weyerhauser	TO 8-3970
Dearhamer Ralph r RFD 1	TO 8-3967
Debner Michael r RFD 1	TO 8-2962
Decker Robert D r	TO 8-3325
Dietlein W F r RFD 3 New Auburn	TO 8-2481
Dillivan Warren r RFD 1	TO 8-3988
DON'S RADIO-TV & APPLIANCE	TO 8-2895
Doorn Delbert r RFD 1	TO 8-3996
Doorn Louis r RFD 1	TO 8-3995
Doyle William r	TO 8-3055
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 8-4182
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 8-3291
Emons Mrs Bertha r RFD 2	TO 8-3456
Ermie's Cafe	TO 8-2465
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 WELL DRILLING & PLUMBING	
RFD 2	TO 8-3876
Fiker Otto G r RFD 1	TO 8-3361
Fillion William r RFD 1	TO 8-2632
FIRE CALLS	*TO 8-2345
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 Cities Service 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 Larry r	TO 8-2835
Frisinger Wallace r RFD 1	TO 8-2439
Fuglsang John r	TO 8-2762
Fuller Robert r RFD 2	TO 8-4339

G

Gaartz Joann r	TO 8-4255
Gaartz Patricia r	*TO 8-3835
Gamble Store	TO 8-2065
Gapinski Stanley r RFD 1	TO 8-2523
Garrett Guy r RFD 1	TO 8-3153
Gavin Dan r RFD 2	TO 8-4102
Geraghty C E r	TO 8-2491
Gerber Robert r RFD 2	TO 8-4295
Gerken Kurt Sr r RFD 2	TO 8-3641
Gibson George r	TO 8-3500
Girard George r RFD 3 Ladysmith	*TO 8-2366
Girard James r RFD 2	TO 8-3874
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
Gordon Herbert r RFD 1	TO 8-2636
Gould John r	TO 8-4235
Graham Mrs Emma r	TO 8-4135
Graves Floyd r RFD 1	TO 8-2431
Graves Sydney r RFD 1	TO 8-2631
Green Acres Resort	TO 8-2576
Grensing Walter r RFD 2	TO 8-2363
Grieve Mrs Alvera r RFD 2	TO 8-2362
Grubb Albert r RFD 1	TO 8-2521
Grubb Richard r RFD 1	TO 8-3960
Gruber Frank r RFD 3 New Auburn	TO 8-2482

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Gudis Charles r RFD 2 Ladysmith -----	TO 8-2272
Gudis James r RFD 2 Ladysmith -----	TO 8-4817
Gudis John r RFD 2 -----	TO 8-2324
Gundt Everett r RFD 2 Ladysmith -----	TO 8-3891
Gunn Frank r RFD 3 New Auburn -----	TO 8-4395
Gunn Raymond r RFD 3 New Auburn ---	TO 8-2570
Gutheridge Everett H r RFD 2 Weyerhauser -----	TO 8-2536

H

Hagen John B r RFD 2 -----	TO 8-3642
Hagerty G A attorney -----	TO 8-2645
Residence -----	TO 8-2775
Hamilton Elmer r -----	TO 8-2781
Hamilton Gordon r RFD 1 -----	TO 8-2533
Hansen N Y r -----	TO 8-2785
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 8-2551
Hayden Lynn r -----	TO 8-2163
Hayden Mrs Ralph J r RFD 2 -----	TO 8-2552
Hayes J W r RFD 3 New Auburn -----	TO 8-4367
Heath Sherman r RFD 1 -----	TO 8-2432
Hein Implement Co -----	TO 8-2455
Heintz James L r RFD 2 -----	TO 8-3643
HELMER IMPLEMENT CO -----	TO 8-3305
Helmer John r -----	TO 8-3300
Hemphill Arnold r -----	TO 8-3145
Hemphill's Radiator Service & Garage ---	TO 8-3215
Hemphill William r RFD 2 -----	TO 8-2304
HENDRICKS BROS AUTO SALES -----	TO 8-2095
Hendricks Chris r -----	TO 8-3465
Hendricks Leonard "Chick" r -----	TO 8-3495
Hendrickson Mrs Grace r -----	TO 8-2441
Hess Albert r RFD 2 -----	TO 8-3926
Hiltten 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
Hoeft Bernard r RFD 1 -----	TO 8-2525
Hoeft 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 Byron r RFD 2 -----	TO 8-3939
House Gilbert r RFD 2 -----	TO 8-2400
Huiras Paul r RFD 2 -----	TO 8-2958

Humber Mrs George r -----	TO 8-2685
Huml Louis r -----	TO 8-2395
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 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
Johnson Albert C r RFD 2 -----	TO 8-2956
Johnson Clarence r RFD 2 -----	TO 8-2959
Johnson Ferdinand "Fordie" r RFD 1 ----	TO 8-3375
Johnson Forest r RFD 2 Weyerhauser --	TO 8-2535
Johnson Gene r RFD 2 Weyerhauser ---	TO 8-2537
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
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
Klaar Otto r RFD 3 New Auburn -----	TO 8-4369
Klarkowski Ambrose r -----	TO 8-2913
Klund's Harlowe tavern RFD 2 -----	TO 8-3640

KNUDSON RADIO & TV SERVICE

RFD 2 -----	TO 8-3915
Koehler Ed r -----	TO 8-2842
Koehler Louis r -----	TO 8-3523
KOEHLER'S MARKET -----	TO 8-2025

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when placing out-of-town calls.

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

Kohler Gilbert r RFD 3 New Auburn ---	*TO 8-2571
Kohler Leslie r RFD 1 -----	TO 8-3108
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 -----	TO 8-2263
Kozel's Fireside Lodge R3 New Auburn --	TO 8-2574
Kraeuche George r RFD 1 -----	TO 8-3987
Kraft Shop RFD 3 New Auburn -----	TO 8-2578
Kramer Raymond r RFD 2 -----	TO 8-2355
Kramer Robert r RFD 2 -----	TO 8-4103
Kramer Vernon r RFD 3 New Auburn ---	TO 8-2488
Krebs Rudolph r -----	TO 8-2164
Krzyzaniak Mrs Stella r RFD 2 Weyerhauser -----	TO 8-4187

L

LaBlonde E C r RFD 2 -----	TO 8-3943
Lalan Jack r RFD 1 -----	TO 8-3185
Lalan Mrs Leo r -----	TO 8-2205
Lampert Yards Inc lumber -----	TO 8-2705
Lancaster Col J L r RFD 2 Ladysmith --	TO 8-3896
Langhoff Del r RFD 1 -----	TO 8-3581
Larson Mrs Minnie r RFD 1 -----	TO 8-3101
Larson Pete r -----	TO 8-2273
Leatherman Walter r -----	TO 8-3225
Lee Mrs Joseph B r RFD 2 -----	TO 8-3873
Lehman William r -----	TO 8-2472
Leikness Mayer r RFD 1 -----	TO 8-4065
Lepley Bernal r -----	TO 8-4071
Lepley Lynn r RFD 1 -----	TO 8-3993
Lone Pine Lodge RFD 2 -----	TO 8-3450
Long Lyle r RFD 2 -----	TO 8-3934
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
MADDOCKS' 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
Mansky Roman r RFD 1 -----	TO 8-3157

Marsh Percy r	TO 8-3785
Martin Gerald M r	TO 8-4055
MARTIN'S TIRE & SUPPLY CO	TO 8-3175
Martindale Donald r RFD 2	TO 8-2286
Martindale Harold r RFD 2	TO 8-2131
Martindale Robert r RFD 2	TO 8-3886
Martindale Walter r RFD 2	TO 8-2138
Mattison Glenn r RFD 1	TO 8-3107
Mattison Lew r RFD 1	TO 8-3105
Mattison Richard r RFD 1	TO 8-3973
Mawson Joe r RFD 2	TO 8-3483
Mayer Emil r RFD 1	TO 8-3965
Mayou Carl r RFD 2 Ladysmith	TO 8-4327
McCann Allen r	TO 8-4225
McCracken Harold r RFD 3 New Auburn	TO 8-2485
McCracken I F r RFD 3 New Auburn	TO 8-2483
McCrillis John H r RFD 2	TO 8-3645
McCumber Kenneth r RFD 2	TO 8-2953
McDonald Art r	TO 8-2932
McDonald Edward r RFD 2	TO 8-3795
McDonald William r	TO 8-3522
McEwen Mrs M r	TO 8-2761
McHugh York r RFD 2	TO 8-3488
McLean Glenn r RFD 3 Ladysmith	TO 8-2368
McLean John r RFD 2	TO 8-3451
Mead Earl r RFD 2	TO 8-2328
Mead Mrs Eleanore M r	TO 8-2811
Meal Earl r RFD 2	TO 8-2328
Meisegeier Edward Dairy Products RFD 2	TO 8-3895
Meisegeier Warren r RFD 2	TO 8-3925
Messmer Ernest r	TO 8-3665
Meyett Rev Irving r	*TO 8-3475
Mikunda John H r	TO 8-3075
Miller Ernest r RFD 2 Ladysmith	TO 8-2276
Miller Fred r RFD 3 New Auburn	TO 8-2484
Miller Marlin r RFD 2	TO 8-3648
Miller Tom r	TO 8-3633
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
Moser Orval r	TO 8-2843

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

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Musk Pyk Kamp RFD 2 ----- *TO 8-2334
 Myer Mrs Bertha r RFD 1 ----- TO 8-2630
 Myers Mrs James r RFD 2 Ladysmith -- TO 8-2728

N

Nachtwey W. J r RFD 1 ----- TO 8-3955
 Nathaniel Lutheran Church parsonage -- *TO 8-2471
 Nelson Elmer r RFD 1 ----- TO 8-3104
 Nelson Gilbert r RFD 2 Ladysmith ----- TO 8-2274
 Nelson Mrs Mary r ----- TO 8-2862
 Nelson Mrs Morris r RFD 2 Ladysmith -- TO 8-2279
 Nelson Russell r ----- TO 8-2040
 Ness Audrey r ----- TO 8-3395
 Ness Rev LeRoy r ----- TO 8-2471
 Newell Richard r ----- TO 8-3855
 Newhagen Rev Olaf r RFD 1 ----- *TO 8-2370
 Newman Thomas r RFD 1 ----- TO 8-3150
 Noller John r ----- TO 8-2411
 Northern Proved Sire Service
 Box 228 Ladysmith ----- TO 8-4425
 Northwest Mink Ranches Inc RFD 1 --- TO 8-3580
 If No Answer Call ----- TO 8-3585

**NORTHWESTERN LOAN &
 INVESTMENT CO**

Novander Richard r ----- TO 8-3385
 ----- 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 Thomas r RFD 1 ----- TO 8-2635
 Paulson Donald r ----- TO 8-3905
 Peck Alvin r RFD 1 ----- TO 8-3989
 Perkovich Mike r RFD 1 ----- TO 8-3158
PETER PAN CLEANERS ----- TO 8-3355
 Peters Ralph r ----- TO 8-4025
 Peterson Mrs Elmer r RFD 2 ----- TO 8-3821
 Peterson Elvina r ----- TO 8-4101
 Peterson Glenn r RFD 1 ----- TO 8-2634
 Peterson Harry r RFD 1 ----- TO 8-2555
 Peterson Henry J r RFD 2 Ladysmith --- TO 8-2724
 Peterson John r RFD 1 ----- TO 8-2520
 Peterson Leland r RFD 2 ----- TO 8-3085
 Peterson W J r ----- TO 8-4105
 Peterson William r RFD 2 Ladysmith --- TO 8-2275
 Pete's Bulk Service RFD 2 ----- TO 8-4265
PETE'S CAFE & TRUCK STOP RFD 2 TO 8-9245PO
 Pfefferle Ray r RFD 2 Ladysmith ----- TO 8-3892
 Pine Grove Tavern RFD 2 ----- TO 8-4290
 Pinnow Bernard r RFD 2 ----- TO 8-2367
 Plaskey James r RFD 2 ----- TO 8-3936
 Plaskey John r RFD 2 ----- TO 8-2487

Plaszcz Frank r RFD 2	TO 8-3485
Plummer Robert r RFD 2	TO 8-3941
POLICE	TO 8-2278
If no answer call	TO 8-2185
Pooler Leon r	TO 8-2145
Powers Duane r	TO 8-3815

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 Mrs Niel r	TO 8-3363
Rasmussen Mrs Vern r RFD 1	TO 8-3672
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
Robbins Elmer r RFD 1	TO 8-3994
Romsos Norman r	TO 8-2911
Root Ross r RFD 2 Ladysmith	TO 8-2720
Ryall Ike r RFD 1	TO 8-3980

S

St John Ed r RFD 3 New Auburn	TO 8-2577
St Louis Mrs Marie r	TO 8-3261
St Louis Maurice r	TO 8-2683
St Mary's Rectory	TO 8-3475
Sauer Donald r	TO 8-3295
Sauer 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
Schmidt William r	TO 8-3675
Schmitz Henry r RFD 1	TO 8-4000
Schmitz Mrs Mary r RFD 1	TO 8-4007
Schott Alex r RFD 1	TO 8-2526
Schroeder Irvin r	TO 8-2935
Schultz E H dentist RFD 1	TO 8-2985
Schultz Elizabeth r	TO 8-4285
Schultz Robert r	TO 8-2665
Schwartz Fred r RFD 2	TO 8-3879
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

Please Include "TOWNSEND 8" as a part of your full Number
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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
Shydrowski Tony r RFD 2	TO 8-3933
Sieck Henry & Jens r RFD 1	TO 8-3971
Siglin Jack r	TO 8-3825
Sillman Richard r RFD 2	TO 8-2307
Simmons Ed r RFD 2	TO 8-3931
Simpson William r	TO 8-3635
Sims Archie (Nick) r	TO 8-4121
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
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
Soo Line Depot	TO 8-2085
Sorensen Chris r RFD 2	TO 8-2671
Sorensen Mrs Lelah r	TO 8-2682
Sorensen Rose r	*TO 8-2155
Sorenson Douglas r RFD 2	TO 8-2675
Spade's Resort RFD 2	TO 8-2338
Spoolhoff Case r RFD 1	TO 8-2511
Spoolhoff Rense r RFD 1	TO 8-3100
Stahmann L E r	TO 8-2105
STANDARD OIL CO	TO 8-2755
Stankey Mrs Alyce Tavern	*TO 8-2791
Stefczak Edmund r RFD 2	TO 8-4338
STEFFEK MIKE TAVERN & STORE	*TO 8-2480
STEBERGER'S SUNNY SLOPE RESORT	
RFD 2	TO 8-2134
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 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
Swada John r RFD 2 Weyerhaeuser	TO 8-4188
Swaney Mrs Bessie r	TO 8-3525
Swaney John r RFD 2 Weyerhaeuser	TO 8-4185
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 Trailer 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 Larry RFD 2	TO 8-3944
Templeton L W r RFD 1	TO 8-3156
Thaler Calvin r RFD 1	TO 8-3972
Tiegs Mrs Florence r RFD 1	TO 8-2965
Tiegs Otto r RFD 1	TO 8-3103
Toepfer Louis r RFD 1	TO 8-2518
Tomasovich Louis r RFD 2 Ladysmith	TO 8-2727
Tomczak George C r RFD 2	TO 8-2952
Towers Claire B oil distributor	*TO 8-2755
Towers Gilbert r RFD 1	TO 8-3860
Towers Mrs John r	TO 8-2825
Towers Roland r	TO 8-2750
Triplett Archie r RFD 1	TO 8-2327
Triplett Ralph r RFD 1	TO 8-2322
Trott Byron r RFD 2 Ladysmith	TO 8-2721
Truman Wayne r RFD 1	TO 8-2532

U

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 Frank r RFD 1	TO 8-2512
Vreeland Leon r	TO 8-2915
Vreeland Lewis r RFD 1	TO 8-2565
Vreeland Norman r RFD 1	TO 8-2567
Vreeland Roy r RFD 1	TO 8-2563
Vreeland Wayne r RFD 1	TO 8-2561

W

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

Please Include "TOWnsend 8" as a part of your full Number
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Wester Blair r RFD 2	TO 8-3649
Wester Clair r RFD 2	TO 8-3646
Weuthrich 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
Wiedenhoeft Ted r RFD 2	TO 8-2337
Williams Mrs F W r	TO 8-2845
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
Winarski Raymond r	TO 8-2883
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
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 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
Zebro's Feed & Seed Store	TO 8-4085
Zehner Byron r RFD 3 Ladysmith	TO 8-2365
Zehner Clarence r RFD 3 Ladysmith	TO 8-2360
Zehner Howard r	TO 8-3695
Zelm Arnold r RFD 2 Ladysmith	TO 8-2278
Zielke Robert r	TO 8-3231
Ziesemer Mrs Luella r RFD 1	TO 8-3869
Zietz Ervin r RFD 1	TO 8-2633
Zimmerman Andrew r RFD 2	TO 8-2954
Tenant House RFD 2	TO 8-4319
Zimmerman Henry r RFD 2	TO 8-3946
Zimmerman Richard r RFD 1	TO 8-3985

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

BRUCE

CLASSIFIED TELEPHONE DIRECTORY

Listing

BUSINESSES & SERVICES

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

• YOUR SHOPPING GUIDE •

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

Apartments

Skafer Apartments ----- TO 8-3655

Army & Navy Goods

Bruce Army Surplus Store TO 8-2975

Artificial Breeding—Livestock

Northern Proved Sire Service
 Box 228 Ladysmith ----- TO 8-4425

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

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

CHEVROLET AUTHORIZED SALES AND SERVICE

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



"WHERE TO BUY IT"

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

(Continued)

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

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

Henricks 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"

Henricks Bros Auto Sales
TO 8-2095

OLDSMOBILE SALES & SERVICE

THERE'S A ROCKET
TO FIT
YOUR POCKET!



Quality Built! Quality Sold! Quality Serviced!
"WHERE TO CALL"

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

RAMBLER SALES AND SERVICE

RAMBLER
6 or V-8
AMBASSADOR
METROPOLITAN

RAMBLER

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

TAUNUS

GERMANY'S SMARTEST,
LIVELIEST
LOW-COST CARS!
TAUNUS 12M SUPER 17M
SEDANS, COMBI WAGONS.
DELIVERIES ABROAD
ARRANGED.



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

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

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

Automobile Dealers—Used Cars

OK USED CARS

Sold Only By
AUTHORIZED CHEVROLET
DEALERS

OK Used Cars and Trucks
Warranted in Writing



"WHERE TO BUY THEM"

Blain Motor Co

TO 8-2745 or TO 8-3745

Automobile Radiators—Repairing

Hemphill's Radiator Service
& Garage

TO 8-3215

Banks

Dairyland State Bank TO 8-2175
(See Advertisement 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)

Churches

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

Cleaners & Dyers

Peter Pan Cleaners TO 8-3355

Clothing Manufacturers

Bruce Garment Mfg Co
Cutting Room TO 8-4405
Sewing Room TO 8-2605

DAIRYLAND STATE BANK

BRUCE, WISCONSIN

STATIONS AT
SHELDON and EXELAND



**COMPLETE
BANKING
SERVICE**

- SEE US FOR ALL YOUR •
- FINANCIAL NEEDS •

WE INVITE YOUR BUSINESS

- PHONES •

BRUCE TO 8-2175
EXELAND SHELDON
26 2635

BRUCE BOWLING CENTER

ALLEY & BAR

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

**OPEN EVENINGS
ALL SUMMER**

- DIAL TO 8-2495 •

BRUCE

WIS.

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Ditmanson's

Ladysmith

• PHONE 23 •

"Complete Selections
at Fair Prices"

LADYSMITH PHARMACY

Walgreen System Drug Store

Photo Supplies & Developing
Service



PHONE 82

For Drugs & Prescriptions

DRUGGISTS

113 Miner Ave. E.

LADYSMITH, WISCONSIN

MADDOCKS' DRUG STORE

PRESCRIPTIONS
DRUGS
VETERINARY SUPPLIES

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

BRUCE

WIS.

Concrete Blocks

FEHR CONCRETE PRODUCTS INC

Concrete - Cinder

Ag-lite Blocks

Concrete Culvert and Sewer Pipe

Septic Tanks and Dry Wells

F & A Factory Cast Concrete

Floor System

See Your Dealer or Contact Us

Rice Lake ----- CE 4-7441

Eau Claire ----- TEmple 2-6683

Concrete Products

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

Dairy Products

Meisegeier Edward Dairy Products

RFD 2 ----- TO 8-3895

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

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

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)

(Continued)

Drug Stores—(Cont'd.)

Speidel's Drug Store -- Ladysmith 47
(See Advertisement This Page)

Electric Light & Power

Dairyland Electric Cooperative
TO 8-2366

Electrical Contractors

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

Farm Implements

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

Feed

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

Filling Stations

—See "Service Stations"

Florists

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

ELECTRICAL WIRING & REPAIR

- Residential • Commercial
- Industrial



DIAL
TO 8-2945

**BRUCE ELECTRIC
SERVICE**

"Arnold Feller & Son"

Look through these pages

who sells it, who fixes it.

to find who makes it,

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"

GAS
OIL
TIRES
BATTERIES

AUTOMOTIVE ACCESSORIES

- GENERAL REPAIR •
- Tractors & Farm Machinery

**HELMER
IMPLEMENT CO.**

- DIAL TO 8-3305 •

BRUCE

WISCONSIN

MIRR FUNERAL HOME



Ralph Mirr
Funeral Director

• AMBULANCE SERVICE •

Phone TO 8-4155 Bruce

Vorce & Frogner, Inc.
— OUR OWN HARDWARE —



Bottled & Bulk Gas Service
Plumbing - Heating - Appliances

— PHONE 37J —
WEYERHAUSER, WIS.

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT



"Self Service"

Meats - Vegetables - Fruit

KOEHLER'S MARKET

DIAL TO 8-2025 BRUCE

Funeral Directors

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

Garages

CHEVROLET AUTHORIZED SERVICE

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



"FOR SERVICE CALL"

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

Hendricks Bros Auto Sales TO 8-2095

Gas—Bulk

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

Gasoline—Wholesale

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

General Stores

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

Government Offices

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

Grocers

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

Hardware

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

Hatcheries

Bonek Hatchery ----- TO 8-3135

Hearing Aids

LADYSMITH HEARING SERVICE

L. Marvelli

HEARING TESTED
WITH AUDIOMETER
Dahlberg & Goldentone
Hearing Aids

119 W Miner -- Ladysmith 130W

Hotels

MacArthur Hotel ----- TO 8-2625

Insurance

Bruce Agency ----- TO 8-2155

Clausen Herman Insurance TO 8-3275

Dairyland Insurance Agency
TO 8-3545

(See Advertisement This Page)

Investments

Jamieson & Company

204 S Barstow Eau Claire TE 4-4142

(See Advertisement This Page)

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

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

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 Wis

Call Long Distance -- Ladysmith 13

Lumber

Bruce Building & Supply -- TO 8-3115

Lampert Yards Inc ----- TO 8-2705

Machine Shops

Figura Machine & Plastic Works

TO 8-2615

(See Advertisement This Page)

DIAMONDS**DIAL TO 8-3555****HAMILTON
BULOVA
ELGIN****GUARANTEED WATCH
& JEWELRY REPAIR
SPEEDOMETER REPAIR****BRUCE JEWELRY****DAIRYLAND
INSURANCE AGENCY****"Rodney A. Keith, Mgr."**

Dairyland State Bank 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**

Registered Representatives

Call Eau Claire TEmple 4-4142**204 S. Barstow St. Eau Claire, Wis.****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 8-2755 BRUCE

STANDAD OIL CO.

CLAIRE B. TOWERS

AGENT

KENT TATRO OIL CO.

KENT TATRO, AGENT



FUEL OIL
GASOLINE

- CLEAN • HIGH IN
- UNIFORM HEAT VALUE

STATE INSPECTED
METERED DELIVERY

TOWN & COUNTRY
SERVICE

- DIAL TO 8-3205 •

BRUCE

WIS.

Look through these pages

to find who makes it,

who sells it, who fixes it.

Milking Machines

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

Mink Ranches

Northwest Mink Ranches Inc

RFD 1 ----- TO 8-3580

Motels

Amacoy Lake Motel

RFD 2 ----- TO 8-2335

Austin's Motor Court ---- TO 8-3025

Newspapers

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

Oil Distributors

Quinn Oil Co ----- TO 8-3285

Standard Oil Co ----- TO 8-2755

(See Advertisement This Page)

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

(See Advertisement This Page)

Oils—Fuel

Pete's Bulk Service RFD 2 TO 8-4265

Optometrists (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

Physicians & Surgeons (MD)

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

Radio Sales & Service

Selinske Radio & TV Repair TO 8-4205

Railroads

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

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
Friendly Resort
RFD 3 New Auburn ---- TO 8-2575
Green Acres Resort ----- 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 Bar ----- TO 8-2791
Ernie's Cafe ----- TO 8-2465
Pete's Cafe & Truck Stop
R2 ----- TO 8-9245
(See Advertisement This Page)

Sand & Gravel

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

Schools

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



**PETE'S
CAFE
&
TRUCK
STOP**

Gordon & Flo Hamilton, Prop.

- PLATE LUNCHES •
- CHICKEN IN A BASKET
- HOME MADE PASTRIES
- DIAL TO 8-9245 •

BRUCE

WIS.

ATTENTION FARMERS

**WANTED
DEAD STOCK**

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

**CHIPPEWA FALLS
RENDERING CO.**

**CALL LONG DISTANCE
CHIPPEWA FALLS**

OFFICE ----- PA 3-5759

WE PAY PHONE CALLS

CHIPPEWA FALLS, WIS.

**DEAD
STOCK
WANTED**

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

Call Us Collect

PHONE LADYSMITH 588

OR BARRON LE 7-3050

We Pay Phone Charges

**INDIANHEAD
RENDERING CO.**

Barron, Wis.



FRED BLOMBERG'S STANDARD STATION

GREASING — WASHING
TIRE RECAPPING
HEADQUARTERS
ATLAS TIRES

DIAL • TO 8-4425 • BRUCE

DON'S RADIO - T-V & APPLIANCE

Motorola TV

— SALES & SERVICE —

Small Appliances
Radios & Record Players

• DIAL TO 8-2895 •

BRUCE

WIS.

FANDEL RADIO & TV SERVICE

- TELEVISION & COLOR TV
- RADIOS & PORTABLES
- PHONOGRAPHS and HI-FI
- SEWING MACHINES

SALES & SERVICE

PHONE 96

Ladysmith

Wisconsin

THE YELLOW PAGES

WILL TELL YOU

WHERE TO

BUY IT

Septic Tanks—Cleaning

BELLOWS & BELLOWS

Bonded & Licensed By State
of Wis
Septic Tank Cleaning
Sanitary Methods - Prices
Reasonable

All Types General Trucking
35 Years Successful Operation
Call Collect ----- Cameron 52

Service Stations

Blomberg's Fred Standard Station
TO 8-4425

(See Advertisement This Page)

Bud's Super Shell Station TO 8-3005

Fred's Cities Service ----- TO 8-3445

Goin Texaco Station ----- TO 8-3125

Martin's Tire & Supply Co TO 8-3175

Taverns

Bentz Island Lake Resort TO 8-2480

I'm Alone Tavern RFD 1 TO 8-2374

Klund's Harlowe RFD 2 -- TO 8-3640

Pine Grove Tavern ----- TO 8-4290

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)

Fandel Radio & T-V Service
Ladysmith 96

(See Advertisement This Page)

Knudson Radio & TV Service
R2 ----- TO 8-3915

Selinske Radio & TV Repair TO 8-4205

Theatres

Bruce Theatre ----- TO 8-3235

Tires

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

Trailer Courts

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

Truck Sales & Service**CHEVROLET TASK-FORCE TRUCKS**

MONEY SAVING
MODEL FOR
EVERY JOB!



"WHERE TO BUY THEM"

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

Trucking

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

MARTIN'S TIRE & SUPPLY CO.



DIAL
TO 8-3175

- FRONT END ALIGNMENT
- WHEEL BALNCING
- BARKE RELINING
- TUNE UP SERVICE
- GREASING & LUBRICATION

20% Off To Farm & Fleet Users
Delco Batteries - AC Oil Filters
Auto Lite Spark Plugs
Greases - Oils & Lubricants

**FIRESTONE**

Wholesale Tire Distributor
Selling Both Wholesale
& Retail

"A Deal For Every Wheel"

BRUCE

WIS.

LOOK

IN THE

CLASSIFIED

IT

TELLS

WHO

SELLS

The
CLASSIFIED
TELEPHONE
DIRECTORY

Is

A Short Cut

To

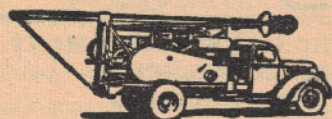
The Nearest

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OF

SUPPLY

**WILLIAM
FIGURA
WELL DRILLING
& PLUMBING**



DIAL TO 8-3876 BRUCE

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

**DISPLAY ROOM LOCATED ON
HWY 40**

2½ Miles South of BRUCE

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

107 Corbett av -- Ladysmith 945

Well Drilling

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

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

**CLASSIFIED
TELEPHONE
DIRECTORY**



Why not try it?

TELEPHONE NUMBERS FREQUENTLY CALLED

You will find it helpful to list below the numbers of business places friends and also numbers not in this directory.

Please do not transcribe an old list without first verifying the numbers.

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Enjoy the convenience of an
EXTENSION PHONE
on every floor



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 YOUR SHOPPING CONVENIENCE**