

## CLASSIFIED DIRECTORY

## AGRICULTURAL IMPLEMENTS &amp; MACHINERY

FARM MACHINE HDQS., 26 S. THIRD ST. W. PH. 458  
 FORT FARM EQUIPMENT Co., 27 SOUTH WATER ST.  
 PHONE 56-W  
 JAMES MFG. Co., 104 W. MILWAUKEE AVE. PH. 70

## ATTORNEYS

MORGAN, E. W. 112½ S. MAIN, PHONE 614  
 ROGERS & ROGERS, FRANK H. ROGERS & WM. H.  
 ROGERS, 95 NORTH MAIN ST. PHONE 249  
 ROGERS & VANCE, CHAS. B. ROGERS & SHELDON  
 VANCE, 95 NORTH MAIN ST. PHONE 84  
 SMITH & KELLEY, 85 NORTH MAIN ST. PHONE 664  
 TRATT, P. H., 6 SOUTH WATER ST. W. PHONE 90

## AUCTIONEER SERVICE

MACK, J. E., 6 S. WATER ST. W. PHONE 9

## AUTOMOBILE ACCESSORIES &amp; SUPPLIES

HACKL MOTOR SUPPLIES, 331 S. MAIN ST. PH. 228

## AUTOMOBILE DEALERS &amp; GARAGES

BETHKE CHEVROLET SALES, 33 W. SHERMAN AVE.  
 PHONE 765  
 FORT BUICK CO. 15 S. WATER ST. PHONE 1  
 HUDSON - TERRAPLANE GARAGE, 309 S. MAIN  
 PHONE 995  
 KLEMENTS GARAGE, 36 S. THIRD ST. W. PH. 53  
 POUTSCH GARAGE, 356 S. MAIN ST. PH. 168-W  
 WESTBY MOTOR Co., 312 S. MAIN ST. PH. 96  
 ZEUGNER, CARL, 23 NORTH WATER ST. PHONE 265

## AUTOMOBILE REPAIR SHOPS

H M REPAIR SHOP, 16½ S. WATER ST. W  
 HODGES REPAIR SERVICE, 18 NORTH WATER ST.  
 PHONE 10-W

## AWNINGS

AWNING SHOP, REED ROGLITZ, 69 N. MAIN ST

## BAKERIES

BARBER BAKERY, 232 S. MAIN, PHONE 30  
 HEILMEIER, MICHAEL, 106 N. MAIN, PH. 909

## BANKS

CITIZENS STATE BANK, 218 S. MAIN, PH. 6  
 FIRST NATIONAL BANK, PHONE 109  
 FORT ATKINSON SAVINGS BANK, 106 S. MAIN,  
 PHONE 266

## BARBERS

FEATHERSTON, BEN, 29 W. SHERMAN AVE  
 KOSS BARBER SHOP, 212 S. MAIN  
 MEHLTRETTER, L., 128 N. MAIN  
 POOLE BARBER SHOP, 92 N. MAIN  
 RADTKE BARBER SHOP, 217 S. MAIN, PH. 361-J  
 ROY'S BARBER SHOP, 232 S. MAIN  
 ZEIDLER'S BARBER SHOP, 93 S. MAIN

## BEAUTY SHOPS

CHARMAINE BEAUTY SALON, 122½ N. MAIN  
 CLASSIC BEAUTY PARLOR, 117½ N. MAIN ST.  
 PHONE 69  
 IRENE BEAUTY SHOPPE, 84 N. MAIN ST. PH. 147-W  
 MARINELLO BEAUTE SALON, 99 N. MAIN, PH. 772  
 MODERN BEAUTY SHOPPE, 230 S. MAIN, PH. 620-W

## BLACKSMITHS

FLORINE & WILLS, 27 N. WATER ST

## BROADCASTING STATION

WCLO BROADCASTING STATION, 5 MILWAUKEE AVE.  
 PHONE 1150

## BOTTLERS - CARBONATED BEVERAGES

FORT BOTTLING WORKS, 100 EDWARD ST

## BREEDERS

JEFFERSON Co. GUERNSEY BREEDERS ASSN. 95 N.  
 MAIN ST

## BREWERIES

EBNER BREWERY, 20 - 26 S. WATER ST. W. PH. 777

## BUILDING &amp; LOAN ASSOCIATIONS

FORT ATKINSON BUILDING & LOAN ASSOCIATION  
 84 N. MAIN ST. PHONE 735

## CANNING COMPANIES

FORT ATKINSON CANNING CORP. JONES AVE. PH. 166

## CARPENTER SHOP

JOE HALFMANN, 24 N. WATER ST

## CHIROPRACTORS

HABENICHT, H. W., 230 S. MAIN ST. PHONE 381-W

## CLEANERS &amp; DYERS

CHAFFEE CLEANERS, 97 N. MAIN, PHONE 17  
 MITTAG CLEANERS, 87 N. MAIN ST. PHONE 385  
 MODERN CLEANERS, 329 S. MAIN ST. PHONE 936

## CLOTHING - RETAIL MEN &amp; WOMEN

DIXIE SHOP, 107 S. MAIN ST  
 HOPKINS CLOTHING STORE, 115 S. MAIN, PH. 27-J  
 JENSEN & JONES, 88 90 N. MAIN, PHONE 432-J  
 PENNEY, J. C., 88 S. MAIN, PHONE 908  
 PRINCESS SHOP, MRS. FRANCES NORRIS, 93 N.  
 MAIN, PHONE 204  
 TOUSSAINT'S DRESS SHOP, 69 N. MAIN, PH. 262

## COAL &amp; FUEL DEALERS

FORT ATKINSON FUEL Co., JOS. WILSON, MGR. 600  
 OAK ST., PHONE 684

## CONFECTIONERY &amp; ICE CREAM

BAKERS ICE CREAM PARLOR, 15 S. MILWAUKEE AVE  
 COTTAGE ICE CREAM SHOP, 202 N. MAIN, PH. 127  
 K & F SWEET SHOP, KENNETH NICHOLSON, OWNER,  
 117 N. MAIN ST. PHONE 946

## CORSETIERRE

MEYERS, MRS. J. W., 221-A SOUTH MAIN ST

## DAIRIES

FORT ATKINSON CREAMERY Co. INC., 40 N WATER  
 ST. PHONE 521  
 HOARD'S CREAMERIES, 235 S. WATER ST. E. PH. 3  
 JONES DAIRY FARM, JONES AVE., PHONE 298

## DAIRY SUPPLIES

THE CREAMERY PACKAGE Co, 201 N. MAIN ST,  
 PHONE 113

## DENTISTS &amp; DENTAL LABS.

FOWLER, DR. B. F., 230 S. MAIN ST. PHONE 26  
 MANZ, DR. P. A., DENTAL LAB, 93 S. MAIN ST.,  
 PHONE 705  
 SEVERSON, DR. S. H., 112½ S. MAIN ST. PH.500  
 TOUSSAINT, DR. GILBERT J., 230 S. MAIN, PH.55  
 UMLAND, DR. C. W., 81 N. MAIN ST. PHONE 124-W  
 WONN, DR. M. C., 99 S. MAIN ST., PHONE 885

## DEPARTMENT STORES

BEEBE'S VARIETY STORE, 201 S. MAIN, PH. 211-J  
 HINTERSCHIED VARIETY STORE, 111 S. MAIN ST  
 MONTGOMERY WARD & Co., 82-86 MAIN ST., PH.224  
 NEIPERT'S DRY GOODS Co., 95 S. MAIN ST., PH.50  
 PENNEY, J. C. CO., 88 S. MAIN ST. PHONE 908  
 WEISS'S STORE, 605 MADISON AVE. PHONE 138

## DRUGGISTS

PIONEER DRUG STORE, 107 S. MAIN, PHONE 38  
 SCHLEI DRUGS, 85 N. MAIN ST  
 STROMMEN DRUG STORE, 200 S. MAIN, PH. 61  
 TUTTLE DRUG STORE, 102 S. MAIN, PH. 29

## ELECTRIC LIGHT &amp; POWER CO.

WISCONSIN GAS & ELECTRIC CO., 211 S. MAIN ST  
 PHONE 708

## ELECTRICAL SERVICE &amp; APPLIANCES

PARKER APPLIANCE CO., 11 E. SHERMAN AVE.,  
 PHONE 1102  
 SPEER ELECTRIC, 341 WHITewater AVE. PH. 868-W

## EXPRESS COMPANIES

FORT TRANSPORTATION Co., 15 S. THIRD ST. E.,  
 PHONE 25-W  
 RAILWAY EXPRESS AGENCY, 229 S. MAIN, PH.177

## FEED &amp; SEEDS

FARM BUREAU Co-OPERATIVE, 414 JANESVILLE AVE  
 PHONE 459

## FLORISTS

ASPINWALL'S GREENHOUSE, 332 ZIDA ST. PH.691W

## FUNERAL DIRECTORS

DOWNING, C. A. FUNERAL HOME, 11 S. THIRD ST W  
 PHONE 155-W  
 NITARDY FUNERAL HOME, 511 MADISON AVE. PH.690W

## FUR DEALERS &amp; FURRIERS

BREUER FUR CO., 14 S. THIRD ST. W. PH.997

## FURNITURE

BAMMEL FURNITURE CO. INC., 125 N. MAIN ST  
 PHONE 162  
 BARTELT'S FURNITURE STORE, W. C. BARTELT,  
 OWNER, 234 S. MAIN ST. PHONE 371  
 FORT FURNITURE MART, 110 S. MAIN ST., PH.1100W

## GARAGES

SEE AUTOMOBILE DEALERS & GARAGES

## GROCERS - RETAIL

A & P STORE, 120 N. MAIN ST  
 BELLMAN GROCERY, JOHN A. BELLAMN, OWNER, 208  
 NORTH FOURTH ST. E  
 CORNER MEAT & GROCERY, JOSEPH H. RICHARDS  
 OWNER, 131 N. MAIN ST. PHONE 591

FRANK'S GROCERY, 226 S. MAIN, PHONE 146  
 HETH'S GROCERY STORE, GLEN HEATH, OWNER, 323  
 NORTH 4TH ST. PHONE 806  
 KEMMETER'S GROCERY STORE, R416 ROBERT ST.,  
 PHONE 400-W  
 MAIN GROCERY, 204 N. MAIN, PHONE 292  
 MARACHOWSKY'S FRUIT MARKET, 71 N. MAIN, PH. 875  
 OTT, LEONARD & SON, 94-96 N. MAIN ST. PH.104 &  
 105

STATZ, A., 100 N. MAIN ST. PHONE 450  
 SUPER SERVICE STORE, 227 S. MAIN, PH.233  
 UNION STORE Co., 112 N. MAIN ST. PH.54

## HARDWARE

BADGER PAINT STORE, HUGO VOGEL, MGR. 93 N  
 MAIN ST. PHONE 497  
 GAMBLE STORE, 223 S. MAIN ST., PHONE 221-W  
 JEFFORDS HDWE. Co., 228 S. MAIN ST. PH.173  
 KAMMER'S HDWE., 8 NORTH WATER ST., PH.237  
 SENGBUSCH HARDWARE Co., F. J. SENGBUSCH, MGR.,  
 121 NORTH MAIN ST. PHONE 920

## HARNESS MAKERS

WANDSCHNEIDER HARNESS SHOP, 8 S. WATER ST. W

## HOSIERY

BETTER SOX MILLS, 219 S. WATER ST. PHONE 5  
 M & S HOSIERY MILLS, 431 ROOSEVELT, PH.120

## HOSPITAL

FORT ATKINSON GENERAL HOSPITAL, 408 MADISON  
 AVE. PHONE 232

## HOTELS

BLACK HAWK HOTEL, 90 MILWAUKEE AVE. PH.400  
 LAWTON HOTEL, 303 S. THIRD ST. PH. 62-W

## ICE DEALERS

HEBBE, GUST & SONS, 437 E. MILWAUKEE AVE

## INSURANCE

ASPINWALL INSURANCE AGENCY INC., 84 N. MAIN  
 PHONE 694-W  
 DONKLE INS. AGENCY, 13 W. MILWAUKEE AVE.,  
 PHONE 752  
 NATIONAL LIFE INSURANCE Co., 6 S. WATER ST. W  
 PHONE 90

## JEWELRY

BLACK'S JEWELRY STORE, S. MILWAUKEE AVE  
 HODINGER JEWELRY STORE, 100 S. MAIN, PH.669-W  
 WALLIS JEWELRY & GIFT SHOP, 83 N. MAIN ST.  
 PHONE 600-W

## LAUNDRIES

FORT STEAM LAUNDRY, W. SHERMAN AVE. PH.324

## LIBRARY

DWIGHT FOSTER LIBRARY, 102 MILWAUKEE AVE.,  
 PHONE 820

## LOANS

CENTRAL WIS. CATTLE CREDIT Co. INC. 88 S. MAIN  
 PHONE 309  
 FORT ATKINSON LOAN & INV. Co., 79 N. MAIN ST  
 PHONE 921  
 WAUKESHA PRODUCTION CREDIT ASSN. 6 S. WATER  
 ST. W. PHONE 9

## LUMBER

ENGAN - BRAUN LUMBER CO., 101 JANESVILLE AVE  
PHONE 98  
GREEN & SONS LUMBER CO., 328 JANESVILLE AVE  
PHONE 219  
HOFFMAN LUMBER CO., MADISON AVE & MECHANIC  
PHONE 112

## MACHINISTS

FORT ATKINSON MACHINE SHOP, 301 WASHINGTON

## MEATS

CORNER MEAT & GROCERY, JOSEPH H. RICHARDS,  
OWNER, 131 N. MAIN, PHONE 591  
FISHER MARKET, 226 S. MAIN ST. PH. 328  
KIESLING LEMKE & Co., 108 N. MAIN ST.  
PHONE 350  
McNITT'S MEAT MARKET, 15 W. SHERMAN AVE  
PHONE 903

## NEWSPAPERS

FORT ATKINSON NEWS INC. W. SHERMAN AVE.  
PHONE 283

## OPTOMETRISTS

MAGNAN, DR. HAROLD E., 99A N. MAIN ST.  
PHONE 984-W

## OSTEOPATHIC PHYSICIAN

LORCH, DR. OSCAR W., 122A N. MAIN ST  
PHONE 349

## PHYSICIANS

CASWELL, DR. H. O., 81 N. MAIN, PHONE 344  
GATES, DR. O. J., 14 S. THIRD ST. E. PH. 680  
GULDNE, DR. L. H., 95 S. MAIN ST. PH. 198  
GRUESEN, DR. 99A N. MAIN ST. PHONE 914  
HANSON, DR. O. H., 84 N. MAIN ST. PHONE 67  
HARRIS, DR. JOHN J., 84 N. MAIN ST. PH. 454-W  
MAJERUS, DR. P. J., HOSPITAL  
WEIDEMANN, DR. S. H., 84 N. MAIN ST. PHONE 163  
YOUNG, DR. WILLIAM, 84 N. MAIN ST. PHONE 67

## PLUMBING &amp; HEATING

UHERR, ADOLPH, 102 N. MAIN ST. PHONE 187

## POST OFFICE

POST OFFICE, 24 E. MILWAUKEE AVE., PHONE 89

## PRINTING

HOARD, W. D. & SONS CO., 28 W. MILWAUKEE AVE.  
PHONE 41  
STEIL'S PRINT SHOP, 26 S. THIRD AVE. W. PH. 550

## RADIOS - REPAIRING &amp; SUPPLIES

M & H SERVICE STORE, 122 N. MAIN ST. PHONE 730

## RAILROAD COMPANIES

CHICAGO & N. W. R. RY CO., 300 JANESVILLE AVE  
PHONE 616

## RECREATION PARLORS

ARCADIA ALLEYS & RECREATION ROOM, 23 MILWAUKEE  
AVE. E., PHONE 313

## RESTAURANTS

BADGER LUNCH, 214 S. MAIN ST. PHONE 102

CRYSTAL CAFE, 209 S. MAIN, PHONE 32  
DIXIE COFFEE SHOP, 104 S. MAIN, PHONE 192  
EAT-MOR LUNCH, 124 N. MAIN ST. PHONE 822  
GREEN HAT TEA ROOM, 113 S. MAIN ST. PH  
HI-WAY EATS, 233 S. MAIN ST. PHONE 809  
RED ARROW RESTAURANT, 222 S. MAIN ST. PH. 818

## ROOFERS

ROBERT HEIDE & GEORGE CHAMBERLAIN, 16 S. WATER

## SECOND HAND STORES

LORMAN, LOUIS, 315 S. MAIN ST. PHONE 416-W

## SERVICE STATIONS

BREWER SHELL SERVICE STATION, 346 WHITEWATER AVE  
PHONE 852  
HABEL'S PURE OIL, PHONE 470  
MARACHOWSKY'S SERVICE STATION, MGR. HARVEY FULL  
MER, 821 WHITEWATER AVE, PHONE 824  
MISSFELDT'S SINCLAIR STATION, 342 WHITEWATER AVE  
PHONE 395  
PHILLIPS 66 SERVICE STATION, 100 GRANT PH. 441  
PUERNER'S, A. E. PUERNER OWNER, 610 WHITEWATER  
AVE, PHONE 715-W  
PURE OIL STATION, 235 S. MAIN ST. PHONE 493  
PURE OIL STATION, 102 MADISON AVE  
RHEINECK OIL CO., 307 N. MAIN ST. PHONE 624  
STANDARD SERVICE, 303 S. MAIN ST. PHONE 839  
STANDARD SERVICE, 323 NORTH 3RD ST. PHONE 823  
VOSBURG STANDARD SERVICE, 615 MADISON AVE.  
PHONE 782  
WADHAMS OIL CO., 244 N. MAIN ST. PHONE 754

## SHOE DEALERS &amp; REPAIRING

BECKMAN SHOE STORE, 114 S. MAIN,  
CONLIN'S SHOE STORE, GEO D. CONLIN OWNER, 89  
N. MAIN ST, PHONE 122-W  
DOBSON SHOE REPAIR, 217 S. MAIN ST  
FRANCIS SHOE STORE, 105 S. MAIN  
GUETZLAAL, A. J., 21 NORTH WATER  
PAUL SHOE SHOP, 126 N. MAIN ST  
TOM'S SHOE SHOP, 11 S. THIRD ST. W

## SPORTING GOODS

FARNSWORTH SPORTING GOODS, 6 S. WATER ST.  
PHONE 210-W

## TAILORS

GEISEL, C. FRED, 92 NORTH MAIN ST  
HAUGE, O. T., 9 E. SHERMAN AVE

## TAVERNS

BELMONT TAVERN, 29 W. SHERMAN AVE. PH. 825  
CHAS. H. BIENFANG, OWNER, 28 NORTH WATER  
BLACK HAWK TAVERN, JOE WAGNER, MGR. 204 S. MAIN  
BRIDGE TAVERN, WM. KRAFT, OWNER, 75 N. MAIN  
CASINO TAVERN, OWNER, ART PATTEE, 225 S. MAIN  
ENRICH'S TAVERN, OWNER CARL ENRICH, 91 S. MAIN  
FORT TAVERN, OWNER ROY FUERMAN  
FRANK'S TAVERN, 12 S. WATER ST. PHONE 767  
JESSE TAVERN, OWNER, ARTHUR JESSE, 10 E. SHER-  
MAN AVE  
MICKEY'S TAVERN, OWNER ROY C. LAWRENCE, 18 S.  
WATER ST. W. PHONE 821  
MODERNISTIC TAVERN, OWNER, FRED PIERITZ, 219  
S. MAIN ST. PHONE 634  
MUELLER, AL., 12 N. WATER ST. PHONE 804

NORTHWESTERN TAVERN, 4, WEST SHERMAN AVE.  
 SCANDINAVIAN TAVERN, OWNER, O. O. MYRA, 130 N.  
 MAIN STREET, PHONE 829  
 SCHULZ TAVERN, OWNER, HERMAN SCHULZ, 104 SOUTH  
 WATER ST. W  
 STAR TAVERN, OWNER, HUGH DORNOW, 13 E. SHERMAN AVE  
 WONDER BAR TAVERN, OWNER SANFORD PETERSON, 9 S.  
 THIRD ST. WEST

TELEPHONE COMPANIES

WISCONSIN TELEPHONE Co., 9 MILWAUKEE AVE.  
 PHONE 520

THEATERS

FORT THEATER, 19 MILWAUKEE AVE. PHONE 551

TELEGRAPH COMPANIES

WESTERN UNION TELEGRAPH Co., 6 S. WATER ST.  
 PHONE WESTERN UNION

CITY OFFICERS

CITY MANAGER & CLERK ..... A. J. KOENIG  
 CITY TREASURER ..... WESLEY W. WETZEL  
 CITY ENGINEER ..... E. F. KLEMENT  
 CHIEF OF POLICE ..... H. O. MUELLER  
 FIRE CHIEF ..... B. B. BEEBE  
 CITY ATTORNEY ..... H. C. SMITH  
 SUPT. OF PUBLIC WORKS .... O. H. GESS  
 ASSESSOR ..... RICHARD BENDIG  
 HEALTH OFFICER ..... DR. J. R. VARNEY  
 LIBRARIAN ..... IRENE VARNEY  
 JUSTICES OF THE PEACE., C. E. MASTERS  
 E. W. MORGAN

THE COUNCIL

CITY MGR. & CLERK - A. J. KOENIG  
 PRESIDENT - W. A. SLATER  
 G. G. COPPINS  
 A. R. LANGHOLFF  
 O. A. TRIELOFF  
 J. J. WINTERBURN

FIRE DEPARTMENT

CHIEF ..... B. B. BEEBE  
 1ST ASST ..... G. MASTERS  
 2ND ASST ..... G. HEINZE  
 CAPT. .... C. KOESTER  
 1ST LIEUT ..... A. FLORINE  
 2ND LIEUT ..... J. PROCKNOW  
 DRIVERS ..... L. WHIDBY  
 DRIVERS ..... R. DEBEREINER

W. HABEL  
 E. GEBHARDT  
 C. JUSTUS  
 R. WETZEL  
 A. STATZ  
 W. LOHMAIER  
 R. DOLLASE  
 F. MILLER  
 C. YOUNG

C. FROMADER  
 A. HAUSEN  
 E. HAUSEN  
 J. PUERNER  
 W. RHODE  
 W. SCHARF  
 H. STEINKE  
 C. TRIELOFF  
 M. UHERR

ALARM BOXES

Box 4 - GAS PLANT  
 Box 6 - FIRE STATION  
 Box 8 - CASWELL SCHOOL  
 Box 11 - BERRY SCHOOL  
 Box 12 - BETTER SOX KNITTING MILLS  
 Box 13 - POUNDER HARROW COMPANY  
 Box 14 - W. D. HOARD & SON COMPANY  
 Box 15 - JAMES MFG. CO., PLANT 1  
 Box 16 - COR. SOUTH MAIN & SOUTH THIRD ST  
 Box 21 - HOFFMAN LUMBER CO  
 Box 23 - JAMES PLANT 3 - BOILER ROOM  
 Box 24 - JAMES MFG. CO. SOUTH SIDE  
 Box 31 - CREAMERY PKG. MFG. CO.  
 Box 32 - HIGH SCHOOL WATER TOWER  
 Box 34 - JONES DAIRY FARM  
 Box 35 - JAMES MFG. CO. PLANT 2  
 Box 41 - ENGAN & BRAUN LUMBER CO  
 Box 42 - COMMUNITY BUILDING  
 Box 43 - MADISON AVE. & ROOSEVELT ST

