ROCK COUNTY, WISCONSIN
Farm Directory
1928

Published by UNIVERSAL PUBLISHING COMPANY
225 THIRD STREET SOUTH
Minneapolis, Minnesota

Reprinted 1994 by
ORIGINS
4327 Milton Avenue, Janesville, WI 53546
(608) 757-2777
**F. J. SCHMITZ & SONS Inc.**

**Beloit**

356 E. Grand Ave.

**Madison**

MAKE THIS STORE YOUR HEADQUARTERS WHEN IN BELOIT

---

**SCHMITZ 2 TROUSER SUITS**

$30 $35 $40

We are so proud of these suits that we give them our own name and our own personal guarantee. This means that you can get a two trouser suit of excellent workmanship and style at a price that brings it within the reach of all.

**HEADQUARTERS FOR**

- Society Brand Clothes
- Dobbs Hats
- Manhattan Shirts
- Bradley Sweaters

---

**WHAT — WHERE — WHY!**

**MASON’S MATERIALS**

- Sand and Gravel
- Medusa, Alpha, and Universal Cement
- Red Top Plaster
- White Cement
- Waterproof Cement
- Lime
- Limestone
- Western, Belden, and Streator Brick
- Chicago Brick
- Jefferson Brick
- Fire Brick
- Fire Clay
- Oriental Stucco
- Colored Plaster
- Kenesee Cement
- Mortar Color
- Hollow Building Tile
- Glazed Tile
- Terrac Tile
- Sewer Tile
- Wall Coring
- Roofing Tile
- Flue Lining
- Hearth Tile
- Pyrohide

**SPECIALTY**

- Flax-licenum
- Insulite
- Balsam Wool
- Thermost
- Pyrocel

108 State St.

---

**WOODWORK**

- Curtis
- Windows
- Screens and Screen Doors
- Storm Doors and Windows
- Combination Doors
- Mouldings
- Anderson Frames
- Garage Doors
- Built-in Furniture
- Sliding Stairways

**BUILDING BOARDS**

- Sheetrock
- Rocklath
- Gypsum
- Uphol Board
- Compo Board

**MISCELLANEOUS**

- Ladders
- Extension Ladders
- Coal Chutes
- Agricultural Lime
- Textone
- Metal Lath
- Corner Bead
- Stucco Mesh
- Plaster Fabric
- Steel Joists
- Steel Windows

**BELTWOOD LUMBER & FUEL CO.**

“Reliable Since 1866”

Beloit, Wis.

Phone 13
Rock County Farmers
Why look farther. We are at your service, Breeding Pure Holstein Cattle.
The Name "ROMEY" Stands for Quality Holstein Cattle.
Mansell Nella of Oakwood No. 53544

Max View Sir Model Fayne
A 1111 pound Bull holding Ohio State record for yearly butter production in senior three year old class. This Bull is one of the leading sires of our Herd.
Also Remember our Black Perchon Stallion.

Otto Romey & Sons
Whitewater Route 2 Phone Lima 11F6 Wis.

Sid Weber
Janesville, Wis.
Sells Stylish and Serviceable Men's, Women's and Children's—

SHOES
$1.00 to $5.85

Our Values are Exceptional Because of Low Rental—Strictly Cash Business
20 Years Experience, Excellent Buying Connections

SID WEBER'S SHOE STORE
One Block East of Jeffris Theater