



THE HEINEMAN MILL, A MODERN INSTITUTION

HEINEMAN LUMBER COMPANY.

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saw. These machines all have what in mill parlance is known as individual motor drivers, that is each machine is driven with an individual electric motor. From the planing mill the finished product is loaded onto cars to be shipped to various parts of the United States.

The Heineman Lumber company, by careful attention to every detail in the manufacture and grading of its lumber products, is making a splendid reputation throughout the lumber trade. The Heineman "Red Diamond" hemlock lumber is now known in the lumber trade from coast to coast as the best lumber of its kind on the market. It is the successful aim of the company to saw its lumber better and to manufacture it better and put better quality into the various grades that are common in the lumber manufacturing business. That this policy is highly successful is testified to by an ever increasing demand for its lumber products.

Situated on the west side of the road is the commodious office of the company, where the officials and office force each have individual office rooms.

The officials of the company are H. H. Heineman, president; Tena Heineman, vice-president; E. E. Heineman,

treasurer; C. W. Bruce, secretary and general manager; G. C. Robson, sales manager. The balance of the office force consists of W. J. Sanderson, assistant sales manager; Miss Elizabeth Fries, bookkeeper; William Voight and Laura Brown, stenographers.

The officials of the Heineman Lumber company have inaugurated a system of cooperative work among the various heads of departments and executives of the various branches of the actual work in the lumber manufacturing business. Monthly meetings are held, where good cheer and fellowship predominate. Notes are compared, improvements in efficiency are suggested and the various problems of a big business are freely and informally discussed. The company justly prides itself on the efficiency and devotion to its business of its various departmental heads, from the two handsome young ladies in the office to the least among those in charge.

In the engine room is found that old-time and efficient engineer, Mr. John W. Keating, as engineer-in-chief. His efficient assistant is Mr. Dan Delanty. Mr. Charles Steele is the wide-awake mill superintendent. Mr. Steele is assisted nights by Mr. Henry Turbin, another competent man. Mr. Hans Olson, and it would be hard to find a more faithful man, has charge of the lumber yard. What Charles Oldenburg, who has charge of the planing mill, does not know about

the intricacies of the complicated mechanisms of the planing mill machinery, is hardly worth considering. At the lever in front of the band, where the real fine work of an up-to-date saw mill is done, is found that veteran and expert head Sawyer, Mr. Ben Weisner. On the night tour, a no less splendid workman, Mr. Jules Teske, guides the levers that make things hum throughout the mill and fills the yard with lumber. Mr. Sig. Arneberg, one of the best posted woodsmen in northern Wisconsin, has charge of the logging end of the Heineman Lumber company's vast business. Robert Craig has charge of the filling room and the finely sawed lumber testify to his ability and close attention to business.

As this article is only an attempt at a write-up of a saw mill manufacturing plant, a just appreciation of the wide-awake, keen-sighted young men, charged with the responsibility of conducting this big business enterprise, must be deferred to another time and place, suffice it to say that Harry H. and Edgar E. Heineman are worthy sons of a grand, good father and are winning their way as successful business-men. They are both graduates of the lumber business, having devoted all their time to it, under the able guidance of their lamented father, since they finished their education. Mr. Charles W. Bruce, through young in years, is a veteran of

the lumber manufacturing business. Mr. Bruce is probably as well informed on the various phases of the lumber manufacturing business as any man ever was. Mr. George Robson, who has charge of the sales department, understands the marketing of lumber from A to Z.

That the Heineman Lumber company is a good institution for Merrill need not be told. When in operation in full blast, and that is for ten to eleven months of the year, the company employs at its plant about 250 well paid and satisfied workmen. Though the logging is mainly done by contractors, these contractors at one time last winter employed nearly seven hundred men in the various camps. As most of these contractors make Merrill their headquarters for their logging supplies of various kinds, a faint idea can be gathered of the stream of gold that this company sets in motion, the largest share, by all odds, finding its way into the coffers of Merrill business institutions and go to make Merrill a better and greater Merrill.

The Heineman Lumber company's plant location near this city is the direct result of the disastrous forest fire which went over part of Lincoln county, July 20, 1910, when the village of Heineman, where the plant was then located, was swept out of existence in the short space of a few minutes. The blow of the fire would have staggered less energetic and far-sighted men than the late Mr. Sigmund Heineman and his sons, Harry and Edgar. But the ruins were hardly cold before plans were being considered to rebuild the plant, bigger and better than before. As a result of the deliberations it was finally decided to rebuild at Merrill. Work on the new plant was started in April, 1912. The following December the plant was ready for operation and has been going ever since, except for necessary time to make needed repairs, which plants of this kind must undergo annually.

The Heineman Lumber company owns vast tracts of standing timber, enough to last for more than thirty years to come. It is a solid institution and one of which the people of Merrill can feel justly proud.

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W. H. LINDER.
The manufacture of cigars is an industry of vast importance in this country and one that has grown to an extent that cannot be overestimated. One of the leading manufacturers in Merrill is W. H. Linder, whose establishment is located on Second street. This gentleman justly prides himself on the superior grades of his cigars, in the manufacture of which he employs the best skilled cigar maker, while he exercises great care and excellent judgment in the selection of properly cured leaf tobacco. His aim has always been to make an honest cigar, worthy of the good opinion of smokers, and he gives all his personal supervision and inspection. He makes a five and ten cent cigar, his leading five cent cigars are: "The Merrill, Scarlet Tie, Linder's Special, La Rostilla, La Fumo; his ten cents are: "Mi Sello, Enevua and Wausau Favorite."

You will find most of these brands conspicuous in the cigar stores and drug stores in our city. When you smoke one of them, you may rest assured you are getting the best product that is obtainable for the money.

Mr. Linder has been engaged in his present line of business in our city for the past four years.

MERRILL GLOVE, MITTEN AND TANNING COMPANY.

R. Kurtz, proprietor of this enterprise, which is located at 105 W. Light street, is one of our well known citizens. For fifteen years he has been in the business of tanning and manufacturing gloves and in his up-to-date place all kinds of buckskin and horsehide gloves are made, and they are made, and they are made right, too. Gloves, mittens, tanned buckskin, furs and similar articles are handled, and he does a large special order business, including tanning of horse and glove leather and he tans lots of deer skins every year.

Mr. Kurtz has been a resident of our city for the past fifteen years and is known all over Merrill. He is a member of the school board and is supervisor of the Fifth ward. He is one of our most popular business men and is a useful citizen, agreeable to meet, whether in a business, political or social way.

LEIDIGER BREWING CO.
It is high time that our citizens awake to the fact that in patronizing home products they are advancing the interests and welfare of their own city, particularly so when these articles, like the beer made by the Leidiger Brewing company, are so superior.

The fine brewery of this well known concern is undoubtedly one of the best equipped in this part of the country. It is located at Nast and River streets and has a capacity of 15,000 barrels per year. They do a large local business, nearly all of the local buffets using their products.

The choicest hops, the best malt and pure artesian well water is used, and discriminating users of the popular beverage prefer the "Gesuandheit" and "Export" beers of this firm. They do an immense business in bottled beer, and their up-to-date bottling department is sanitary in every sense. Quantities of their beer is shipped away in both bottles and in kegs.

A new labor-saving as well as a sanitary machine has recently been installed in the plant. It is known as the Leow New Idea Pasteurizer, and its chief function is to remove excess fermentation by means of thorough steaming. Besides the installing of the machine given, above, an Ideal Crown Cap machine which securely fastens the corks to the bottles automatically. A gauge takes the place of the operator.

The business office will be removed to the building used for bottling and shipping purposes, which will afford accommodations for the transaction of affairs of the company.

The company was incorporated in 1896. Ernest Leidiger is president and treasurer, Rudolph Leidiger is vice president and Mrs. Pauline Leidiger is secretary. Mr. Ernest Leidiger is the chief moving spirit in this enterprise and he is considered one of our leading citizens, being well liked both in a business way and socially. His enterprise is one of the important ones in Lincoln county.

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