

# LINCOLNIT RETAIL STORE LATEST STEP IN FIRM'S RAPID GROWTH

With the opening of its retail store this summer, the Lincoln Knitting company marked a broadening in scope of its activities that points the way to still further expansion after a relatively brief career that has already been phenomenally successful.

The retail store is the first direct selling venture of the company except for its annual remnant sales. As these became more and more successful, the concern at length decided to remodel the old warehouse building where the remnant sales had been held and to show the full Lincolnit line of knitted suits, dresses, and other goods for retail distribution.

The store, with a new brick front and generous display window space, has two display cases in front, while the rear wall is mainly mirror. The very latest Lincolnit fashions are displayed here before being shown anywhere else in complete stock, while the store is equipped with dressing rooms and everything else needed for fine sales service.

Meanwhile, the Lincolnit products have been winning distribution into every state west of the Mississippi river, some southern states, and a few—notably Wisconsin, Illinois, and Michigan—east of the river. In June, 1931, while "depression" gloom was at its thickest, the firm moved into newer and larger quarters. Its machinery runs continuously and an ever-growing influx of orders shows the increasingly wide favor that this Merrill product finds throughout the nation. Within the past three years the number of men on the knitting floor has been increased from four to eleven. The entire staff now numbers fifty-eight.

The Merrill Knitting company may be called the predecessor of the Lincolnit company, although for a time the two operated in competition with each other. It was organized in 1911. Carl Hendricks, who remained for some time in Merrill, came from Cleveland, talked to the then active Merrill Chamber of Commerce, and succeeded in starting the original plant.

Paul W. Leopold came to Lincoln county from Milwaukee when he was three years old, worked on his father's farm until he was twenty-one, became a machinist at the Merrill Iron Works, worked several years for the late Sig Heineman, and then one day found himself superintendent at the Merrill Knitting company with opportunity knocking at the proverbial door.

On March 15, 1919, six years after he had first come to the Merrill Knitting company, Mr. Leopold decided that, having demonstrated to himself that he could make a go of the business, he would work for himself instead of some company. The Lincoln Knitting company was organized on that day, with Leopold, Emil Semling, and Ewald W. Schield participating. Until the summer of 1930 it was located in the former Knudson building on East Main street. In 1921 Mr. Semling and Mr. Schield left the organization.

The present officers of the company are Mr. Leopold, who is president and manager; Harold Henrichs, secretary; J. Nunbaum, A. H. Schroeder and W. H. AuBuchon directors.

At first the company made only sweaters. The policy of the Merrill Knitting company had been to stick entirely to this one line. But Mr. Leopold thought that there should be some diversification, so that when whimsical fashions changed from one line of goods to another they would be ready. Right now the original line of sweaters is relegated to an unimportant place. The once-popular heavy coarse-knit sweaters with massive knit collars are seldom worn now.

It is to its remarkably well-made and stylish knitted suits and dresses that the company owes most of its present prosperity, though it is not dependent upon this or any one line. They make berets, underwear, slip-overs, and several styles of sweaters. The plant performs the entire operation in the manufacture of these

articles, starting with yarn and ending with the finished product. Weaving, designing, cutting, and finishing is all done in one building.

The yarn is brought into the factory in skeins and wound onto spools. Thereafter it goes to the various weaving machines, some of which make the famous Lincolnit coat and dress fabrics and others that turn out knitted underwear or slip-over and jersey material. Scraps or material cut off when a stitch is dropped by the machinery are unraveled by another special machine and sent back to the winding machine to be used over again.

Altogether there are twenty-one knitting machines used daily.

The product of all these machines goes to the cutting room, where skilled pattern-cutters each prepare the goods for sewing. Then, in the sewing room, the pieces are assembled. Each seamstress does one particular operation; one sews on pockets, another sleeves, another hems, another buttonholes, etc. Special machines do the work; one machine cuts and stitches buttonholes in one operation.

## FINISHING ROOM AT THE LINCOLNIT PLANT



This shows a portion of the great finishing room, where the pieces of material, cut to pattern, are sewed, trimmed, pressed, and packed for shipment. At one side of the room, not shown, is a battery of steam/pressers. Here the seamstresses are busy, each doing her own special task: One buttonholing, another attaching sleeves, and so forth.

## CONGRATULATIONS FROM A NEW VENTURE TO AN OLD

25th Anniversary  
*Merrill Daily Herald*



You'll have fun choosing a new Fall Dress from our fall line of Hand Knit Weaves, Chevron Tweeds, Checkerboard and Diagonal Weaves in new colors, more gorgeous than ever. Be sure and see 1934 style effects of Tinsel Cut Work, Velvet Trims, Angora Hand Embroidered Trims in simulated two-piece dresses . . . one-piece dresses . . . swagger coat ensemble . . . and three-piece tailored suits. We'll be pleased to please you.

### LINCOLNIT RETAIL SHOP

. . . *Distinctive Knitwear* . . . for Smart Women . . .