

Company Histories

Lakeland Manufacturing Company began in 1894 when H. J. Holman began the production of men's overalls. Herman Holman would go out and collect orders and, Sophia, his wife, would create them on her home sewing machine. The company grew and the clothing line added trousers, shirts and sports clothes for men and boys. In 1926, the company name was changed to Lakeland Manufacturing. Their old "Diamond" trademark was replaced with the new "Lakeland" label. The company moved into a new three-story building at South 14th and Alabama.

From the beginning there was an insistence on sturdy fabrics and fine workmanship. By 1979 the fourth generation of Holmans were producing more than 150,000 men's coats and jackets. Downturns in the economy plus foreign competition spelled the end for Lakeland in Sheboygan. The company closed in 1989 and was sold to a New York firm in 1990. Lakeland parade coats were worn by the U.S. Winter Olympics teams in 1964 in Innsbruck, Austria and 1968 in Grenoble, France. A travel jacket was used by the U.S. Olympic teams in the 1964 Tokyo and 1968 Mexico City Olympics.

Wigwam Mills began business as Hand Knit Hosiery in 1905. The first products were heavy woolen socks and liner mittens for lumbermen. Herbert Chesebro was the company president. A new building was built at the corner of 14th Street and Huron Avenue. The stock market crash of the 1920s and the following Great Depression took its toll on the hosiery business, but with the help of a local bank, the company stayed in business. During WWII Handknit Hosiery devoted 75% of its production to heavy wool socks for the Army.

On January 1, 1957 the company changed its name to Wigwam Mills, Inc. and in 1969 the company relocated to its Crocker Avenue facility. In 1968 Wigwam supplied socks to U.S. skaters for the Grenoble, France winter games. Peggy Fleming won a gold medal for figure skating that year. In 1972 Wigwam supplied socks and knit hats to the U.S. ski teams for the Sapporo, Japan games where Barbara Cochran became the first U.S. gold medalist in skiing in two decades when she won the women's slalom.





Parade coat worn by the U.S. Olympic Team during the opening ceremonies of the 1964 Winter Games in Innsbruck, Austria designed and manufactured in Sheboygan by Lakeland Mfg. Company.

Lakeland Label in 1964 Parade Coat used in Innsbruck, Austria.



Herman and Sophia Holman



1968 Winter Games– Grenoble, France

U.S. figure skaters in red parade coats. Left to right: Tina Noyes, Janet Lynn Nowiki and Peggy Fleming.

Frankfurt, Germany, January, 1964: Six members of the U.S. figure skating team strike a one-legged pose in front of the plane on which they just arrived from New York on their way to the Winter Olympics at Innsbruck, Austria. They are, left to right, Albertina Noyes, Tommy Litz, Christie Haigler, Monty Hoyt, Peggy Fleming and Scott Allen. Beneath the levity of the photo, though, was an undercurrent of sadness; since the last Olympics, the entire U.S. team had perished in a plane crash.

