

Bata in area on business

Thomas Bata, head of the worldwide Bata Shoe Organization, had a business visit to the Merrill area Wednesday and today.

The Bata organization owns Weinbrenner Shoe Co. which this week is hosting a conference for sales and factory representatives and management personnel from Iron Age Shoe Co. of Pittsburgh, Pa.

Bata, who resides in Toronto, Ontario, Canada, addressed an Iron Age sales conference banquet hosted by Weinbrenner Wednesday night at the Roadhaus near Tomahawk.

Iron Age Shoe Co. is Weinbrenner's largest single sales account, according to David Finanger, coordinator for Weinbrenner.

He said Iron Age is the nation's third largest supplier of safety toe footwear.

A total of 34 Iron Age representatives are attending the conference which opened with a tour of the Weinbrenner plant in Merrill Monday and a visit to the Marshfield plant Tuesday. Conference meetings were held Wednesday and today in Wausau.