

Emerich Store Under Same Men After 41 Years

The Emerich Mercantile company through succession of its first inception, has been in operation at 1504 West Main street, for a period of better than 41 years, and is still going under the leadership and direction of its initial incorporators.

George Rothlisberg, now located on Grand avenue, was the first to establish the business at the present location in a building far less impressive than the present structure.

It was in 1893, that J. A. Emerich and E. H. Staats acquired the property, purchased from George Rothlisberg, and in 1919 the "Emerich Mercantile Company," was organized with the following officers in charge:

President—J. A. Emerich

Vice-President—E. C. Kiepke

Secretary-Treasurer—L. B. Emerich

Those officers still attain with the exception of the last named, L. B. Emerich, who having succeeded to the management of the Merrill Woolen Mills, is in turn succeeded by E. R. Emerich, as manager, and Carlos Emerich, as

assistant manager, both young sons of the president.

In the year 1918, the present commodious and modern brick structure was erected on the site of the old building, which since that time has been the center of a constantly growing and thrifty commercial retail department store business.

In 1921 a branch business was established in the city of Tomahawk, in a newly erected brick building on Main street, which was successfully conducted by Erwin Emerich, also a son of the department head, for several years; however at this time the store building has been leased and is operated by other parties, Erwin Emerich having transferred his managerial duties to a branch store operated by the company at Wausau.

Publicity has never been sought by the Emerichs, in the sense of spotlight notoriety, being of a dependable, and observing nature they have paid strict attention to the matters in hand, and have profited thereby, and at the same time retained the friendship and good-will of the public generally.