

LYNDON B. EMERICH, president of the Merrill Woolen Mills and the Merrill Sportswear Company in Merrill, has served both the city of Merrill and Lincoln county as a member of its governing bodies. He was a member of the City Council for eight years and while on the County Board was chairman of that group for four terms.

Mr. Emerich, son of the late Joseph A. Emerich, prominent Merrill businessman, and Mrs. Anna Westphal Emerich, has been associated with the Merrill Woolen Mills since 1934. He is now president of the company, located on Blaine st., which manufactures blankets and all types of woolen goods. Since its organization the Woolen Mills has greatly increased its plant and office space. In 1936 the company added an office and salesroom, as well as a warehouse addition. The Mills, which deal largely in woolen clothing, feature "Jumbo Jacs," a nationally-distributed sports jacket.

The Mills, which employ ten salesmen and have 1000 dealers throughout the United States, manufacture wool fabrics from raw wool. The tailoring of these garments is done at a tailoring plant on W. Main st., Merrill, known as the Merrill Sportswear Co., of which Mr. Emerich is also president. Both plants have a total of seventy-five employees. They have enjoyed phenomenal growth since the establishment of the tailoring plant, with volume over 300% of its previous record.

Mr. Emerich, who was born in Merrill on January 27, 1896, attended grade schools in that city and the Merrill high school. He studied at the University of Wisconsin following his high school graduation. Then he entered the Emerich Mercantile Co., W. Main st., which was organized by his father, the late J. A. Emerich.

When the United States entered the first world war, Mr. Emerich enlisted in the aviation corps and was sent to Austin, Texas, where he studied at the U. S. School of Military Aeronautics. After graduation, he was sent to Kelly Field at San Antonio, but before he had completed his training there, the Armistice was signed and he received his honorable discharge in December, 1918.

Mr. Emerich was married October 15, 1919, to Ida Johnson of Merrill. They have three daughters, Lynida (now Mrs. Herman P. Walther, Merrill, who is the mother of three children); Joanne (now Mrs. Erwin Hornburg, Jr., of Indianapolis, Ind., who is the mother of a daughter); and Nancy, a student at Merrill high school. Lynida was born August 2, 1920; Joanne, January 8, 1924; and Nancy, July 5, 1934.

The Emerichs are members of Merrill Presbyterian Church.

Mr. Emerich was for many years a member of the City Council and the Lincoln County Board. He also campaigned for a seat in the state legislature in 1932 and for Congress in 1940 and again in 1942. He has been active and has held offices in the Republican circles of the county and state. He was president of the Merrill Chamber of Commerce in 1923 and in 1942. He was elected president of the Rotary Club in 1928.

He is a member of the Board of Directors of the Merrill Woodenware Co.

He is at present a member of the Merrill City Water Commission.

Mr. Emerich is a Mason and is a member of Virginia Falls Lodge, No. 226, F. and A. M., and of Merrill Chapter, No. 72, R.A.M.
