

Title: Laacke and Joys Co. Collection

Reference Code: Mss-1683

Inclusive Dates: 1944 – 1996

Quantity: 000.03 cu. ft.

Location: Sm Mss

Abstract: Laacke and Joys' roots in Milwaukee reach back to 1843 when G.D. Norris established a business furnishing supplies for the numerous ships that worked the Great Lakes. Norris died in 1869, and his widow Alice and Andrew Joys carried on the business. Captain John Joys, Andrew's brother, joined the firm in 1875, and the company's name was changed to Joys, Norris & Co. Mrs. Norris left the business in 1885, and the firm changed its name to Joys Brothers and Company.

Richard Laacke founded a company in Milwaukee in 1897 that focused on tent making and camping supplies. Laacke's business merged with Joys Brothers in 1957, and the company focused on outdoor recreational equipment and clothing.

Scope and Content: The collection consists of a 100th anniversary booklet (2 copies) of Joys Brothers Co., a 1973 Laacke and Joys catalog; two 150th anniversary flyers; a newspaper clipping and receipt to the Layton Art League.

Access and Use: No restrictions

Language: English