

**Title:** Smartwear-Emma Lange, Inc.

**Reference Code:** Mss – 1232

**Location:** HH, Sh. 019

**Inclusive Dates:** 1930-1998

**Quantity:** 000.7 cu. ft.

**Abstract:** Smartwear-Emma Lange originated as two separate women's clothing stores. Emma Lange operated a shop in the Pfister Hotel, and Walter Lange's Smartwear shop was located at 323 E. Wisconsin Avenue. The two combined operations in 1933. The material within the collection pertains to Janet Smith Moebius who was an advertising manager at the store in the 1930s.

**Scope and Content:** This collection consists of advertising mock-ups, newspaper clippings, an employee manual, catalogues, correspondence, and photos.

**Access and Use:** No access restrictions

**Note:** Collection donated by Judith Kaiser