

Basic Detail Report

Title Interview with Joseph F. Tine

Date 2006 December 21

Primary Maker Joseph F. Tine

Medium digitized audio cassette tape

Description Audio cassette tape of an interview with Joseph F. Tine. He was interviewed on December 21, 2006 by Bruce M. Stave and Sondra Astor Stave at his home in Middletown, Connecticut. Joseph Tine was born in 1937 in Middletown, Connecticut. He graduated from Middletown High School in 1955. He earned a B.A. in English from Norwich University in 1959. He started working at G. Fox & Company in 1960 as a Service Manager, then he became a Divisional Vice President of Operations. He stayed at G. Fox until 1982. Joseph describes the training he went through and the G. Fox store philosophies. He describes the differences between when Beatrice Fox Auerbach ran the store versus the May Company. BFA always put the customer first, and the May Company put profit-and-loss first. The dress code became less formal. Eventually the G. Fox amenities disappeared, such as the elevator operators, the modeling shows, and the gift counselors. The advertising blended in with the other May Company stores. The May Company opened branch stores in Waterbury, Meriden, Enfield, West Hartford, and Warwick, Rhode Island. In 1982, Tine left G. Fox to work at Sara Lee for five or six years. He was then the Operations Manager at Meriden Mall, and then was the General Manager of Enfield Square until his retirement in 2002. Tine describes the differences between working in a store versus a mall.

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Tine describes the role of women and men at G. Fox, as well as the dress code.

He describes the changes that took place in Hartford. He ends the interview

discussing the Teamsters attempts to unionize G. Fox, which were unsuccessful.

Dimensions Duration: 53 Minutes, 54 Seconds