

# Basic Detail Report

## Title G. Fox and Co. Centennial Celebration Storefront Windows

Date 1947

Primary Maker Lindsay Studios, Inc.

Medium Photography; gelatin silver print on paper.

Description A series of views of the store window displays done by G. Fox & Co.

on Main Street, Hartford, in celebration of their 100th anniversary. .3: Centinel

Hill. Two Native Americans on a hill overlooking a river valley - one man kneels

on one knee next to a fire, the other stands wrapped in a blanket. A prop tree is

in the foreground. A sign in the display reads, "CENTINEL HILL / Centinel Hill /

There it stood high above the / valley. In the glow of the fire / men on the watch

were etched / against the eternal sky. / G. Fox & Co. has stood on the / hill for a

century and like some / unwritten pact with time / the watch goes on...never-

ending. / This is Centinel Hill. / 1847 [G. Fox & Co. Centennial logo] 1947" .4:

Hartford waterfront. A waterfront scene has a painted backdrop of a body of

water and ships. The prow and figurehead of a prop ship are visible to the left. In

the foreground two mannequins dressed as a man and a woman stand by a

fence or pier. A prop dog stands on a barrel at left. A sign in the display reads,

"HARTFORD 1847 / The wharf at the foot of State Street was a bee-hive of /

activity. Here the ships that sailed / the seven seas tied up alongside the /

Connecticut River packets. Posters / announced the happenings in the /

community... and the dock was piled / high with crates from the Collins Co. /

Loomis Tobaccos, Hitchcock chairs. This / is where Gershon Fox first set foot in

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Hartford. / 1847 [G. Fox & Co. centennial logo] 1947" .5: Case, Lockwood &

Brainard. View of the interior of a printing shop. Two mannequins stand in the room with a printing press, printing equipment, and tables. A sign in the display reads, "HARTFORD 1847 / Case, Lockwood & Brainard Company / then known as Case, Tiffany printers. / Printing a century ago was entirely / a hand trade. In this year, they purchased the plates and printed a / two-volume work, 'The Cottage Bible.' / Over 200,000 sets of this work were / printed. / 1847 [G. Fox & Co.

Centennial logo] 1947" .6: Gershon Fox, Dealers in Fancy Goods. View of what the original store owned by Gershon Fox might have looked like, showing the exterior of a wood frame building with two large windows with clothing items on display. Two women mannequins look on as a girl mannequin walks in the door of the shop. A label in the display reads, "HARTFORD 1847 / Gershon Fox, Dealer in Fancy Goods... / French, German, English and / American fancy goods... particular / attention given to calls from the ladies... / Call and see our fresh goods / arriving weekly from New York. / This advertisement appeared in / the Hartford Courant, April, 1847. / 1847 [G. Fox & Co. centennial logo] 1947" .7:

William Rogers & Company. View of what the interior of the Wm. Rogers & Co. silver shop might have looked like. A female mannequin stands at a counter where a male mannequin shows a silver coffeepot. A display of silver on shelves along the back wall includes tankards, coffeepots, sugar bowls, salts, mugs, footed bowls, and spoons. A prop window is painted with an exterior background view of The Old State House. A label in the display reads, "HARTFORD 1847 / Wm. Rogers & Co., No. 4 State St., / beg leave to call attention

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to / their large stock of silver spoons. / The superior quality of our spoons / is  
acknowledged wherever they are known. / We are very particular to make our /  
Silver Ware of dollars only, and warrant / them to give satisfaction in every /  
respect ... engraving is gratuitous. / 1847 [G. Fox & Co. centennial logo] 1947" .8:  
Oyster Depot. View of what the interior of Barnes & Coats 'Oyster Depot' might  
have looked like. Two male mannequins stand at a bar that has bowls on it. A  
basket with oyster shells is in the corner at left, a prop cat climbs stairs nearby.  
At far right a male mannequin is partially visible seated in a chair around a  
corner. A mirror and framed pictures and broadsides are on the wall, including,  
"Gargling Oil for Horses" broadside and two Kellogg prints, "A Favorite Cat" and  
"...". A label in the display reads: "HARTFORD 1847 / Honiss' (then known as  
Barnes & Coats / 'Oyster Depot' ) / was where a man could / get the largest,  
most inexpensive and / best oyster stew in Hartford. / There was an oyster bar  
and three / tables ... to them came the merchant, / the farmer, the Yankee  
peddler and / the men of a century ago, to enjoy / a steaming, delicious Water  
Stew, 25 [cent] / or Milk Stew, 35[cent]. / 1847 [G. Fox & Co. centennial logo]  
1947"

Dimensions Primary Dimensions (image height x width): 7 5/16 x 9 3/16in. (18.6 x  
23.3cm) Sheet (height x width): 8 1/4 x 10in. (21 x 25.4cm)