

Porters of Racine

FURNITURE OF DISTINCTION SINCE 1857

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PORTERS

The annual opening of Porter's House of Ideas, (later called the Guild Galleries) was a major event in the city of Racine. The store would open on a Sunday, (unheard of in those days) and people would line up around the block, all waiting patiently to get a glimpse of the latest in beautiful furnishings. 40,000 people toured the store when it re-opened in 1939, and the yearly unveiling of the Guild Galleries would remain a visitor's attraction well into the 1960s.