

Basic Detail Report



Title Box for Infant's Shoes, with Insert

Date 1963-1964

Primary Maker Christopher Robert Arno

Medium Paper-covered printed cardboard

Description Box with separate lid (.b), covered with shiny white paper. The end

of the box is marked "MRS. DAYS/ Ideal Baby Shoes/ DANVERS,..." (The rest is

covered by a sticky label for G. FOX & CO.) The size is "1 MEDIUM", and other

markings give the color, style, etc. A sticky label in lower left corner reads

"\$3.00." The inside of the box lid is printed with a sizing chart for baby's left foot.

It also reads: "THE/ Ideal/ CREED/ 'The Shoe/ of the Baby/ Determines the/ Foot

of the Adult.'" Inside the box is a leaflet (c.) from Mrs. Day's Ideal Baby Shoes Co.

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giving guidance on fitting the shoes properly at different growth stages, and care

instructions. The printing is blue on white. There is also a separate sheet

advertising "Beau Peel/ PASTEURIZED/ BABY SHOE CLEANER."

Dimensions Primary Dimensions (length x width x depth): 2 3/8 x 3 5/8 x 5 7/8in.

(6 x 9.2 x 14.9cm)