

Basic Detail Report

Title Foxbrand Granulated Soap box

Date about 1945

Primary Maker G. Fox and Co.

Medium printed cardboard, soap

Description Cardboard box, printed in red on a white ground. The front is a red ground with drawings of bubbles scattered across the surface. At the top of the box is "FOXBRAND*" and below that is the G. Fox Co. logo with "G F Co" in a laurel wreath with "QUALITY" printed at the top, and the whole flanked by "EST." and "1847." In a white band with a pink border is printed GRANULATED / SOAP" and below that, "G. FOX & CO. HARTFORD". The star after the brand name indicates a registered trademark. On the left side is the perforated opening with instructions to "PUNCH OUT HOLES / SIFT OF SPRINKLE". Below that is FOXBRAND GRANULATED SOAP", a number of bubbles in groups, and in the same white band described above, a circle outlined with arrows, with G. FOX & CO" at the top and a set of scales at the bottom. Inside the circle is "Laboratory / TESTED / and approved / BY FOX'S OWN LABORATORY". More bubbles appear below. Similar markings are on the right side, but without the instructions for opening. The back of the box is a large white box with a red and white border. New weight is 1 pound, 8 ounces. The name of the soap is repeated, and a drawing of a woman's head has a balloon to the right that indicates this is "AN ALL PURPOSE SOAP . . . EASY ON THE HANDS". Beneath the drawing of the woman are the words "Makes Suds Instantly for Any Use." The follow

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illustrations and instructions for washing dishes, washing clothes is a tub, for any and all cleaning, and for use in washing machines.

Dimensions Primary Dimensions: (Height) $8 \frac{1}{2} \times$ (Width) $6 \times$ (Depth) $2 \frac{1}{4}$ in.

(21.6 \times 15.2 \times 5.7cm)