

Basic Detail Report

Title Foxbrand Granulated Soap box

Date about 1945

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

Basic Detail Report

woman are the words "Makes Suds Instantly for Any Use." The follow

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)