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"Just Forty Years Ago,

at the time of the World's Columbian Exposition at Chicago",

says Mrs. Joseph G. Coleman, "we began using

this purest of soaps—American Family

and we have used it ever since".

By MRS. JOSPEH G. COLEMAN

South Sea Islanders, grouped in front of a native compound manufactured in more than 10,000 separate pieces from forests in the Midway Plaisance. The pepper was from Venezuela.

TOO important to wash in Chicago, declares Mrs. Coleman, "we began using the purest of soaps, and we have used it ever since. When the flakes came out we started using them too. To me there is no laundry soap like good old American Family."

Mrs. Coleman knows to entertain. Her Sunday lunchrooms in the big old house in Rush Street, some of her social and social activities, were famous not only for the brilliance of the setting, but also for the table, the most wonderful capture of the decorative spirit of the table; the way she used to make the table so lovely, she even used old silver, colorful farm china and glowing crystal...all safeguarded by American Family.

"I am especially proud of my china, which I inherited from my grand-mother," she continues, "yet I never thought to wash it in American Family Flakes. It is so soft that it never fades or from the lovely floral pattern."

"One cannot buy purer, mild flakes for all my silk lingerie and clothes." She had a number of friends and neighbors who came to her house, and she has had them for 24 years, says in gentle sua never stop or redeem her debts.

During forty years many soap—

in giant bars and monster packages—

have-been stocked to the delight of each family.

During forty years many thousands of women have been attracted by those-mail-carriers—only to feed them costly purchases, at any price. One soap, among them all, has maintained its position in the American Family. Because it was and is and always will be as pure as pure

can be. Created especially for the hard water of this Great Lakes region, it makes double the sale of ordinary soaps...seven hours of freedom tubing...gives strength and bounce of longer wear to all things washable.

Use a little for each household—

cutting bars—will not cost more than new clothes.

From the tower at the right will ring a 25-tone carillon.

Covered with the rainbow symbol of the colors of electricity, they tower above the mid-rise of the Electrical Building—one of the Electric Group of Chicago's 1933 World's Fair.

The Mall, an area of national and international interest, is the Midway Plaisance. Remembered especially for its old world gardens, Victorian, Italianate and gypsy music.

Above—Manufacturers Building of the 1933 World's Fair, honoring the industrial progress of the World and the products of the World's nations.