In the Horticultural Building—
A Century of Progress-1934—
Fitzpatrick Brothers, Inc. present this diorama made with soap and cleanser products.
Post Card

HURTS ONLY DIRT

Kitchen Kleener is an all-purpose cleanser of highest quality. It cleans, scrubs, polishes. It is ideal for pots, pans, kettles, kitchen floors, refrigerators, stone tile, porcelain, etc.

ECONOMICAL LAUNDRY BAR

Big Jack Soap is a 16 ounce bar of high-grade soap that is thorough and efficient in the laundry and for general household work. It can be used in hot or cold water.

QUICK-AS-A-WINK

Automatic Soap Flakes make lasting suds that loosen dirt quickly, and leave wrinkles, figure, lace, and French dress clothes, clothes, etc., as well as for cleaning woodwork and floors.

PLACE

STAMP

HERE
SNOW SCENES IN SUMMER ATTRACT INTEREST

In the Horticultural Building of the Chicago World's Fair, several business houses have presented beautiful dioramas. Many of them are outdoor scenes, waterfalls, woodlands, reproductions of all forms of nature's handiwork.

One of the most unique of these large dioramas is a mountain snow scene made of soap and cleanser products. A tiny stream trickles slowly down a mountain side to disappear into the foothills of the distant snow covered mountains in the background. To one side and at the base of the mountain in a sheltered lee one glimpses a corner section of a trapper's log hut. In the immediate foreground, the gnarled, dark roots and trunk of a giant tree form a startling contrast to the vivid whiteness of the whole. The effect is a vision of purity and cleanliness, the objective of the products of Fitzpatrick Brothers, of Kitchen Klenzer, the log hut is hewn from Big Jack Soap, and the crevices between the logs are caulked with Automatic Soap.

The novelty of the idea and the artistic presentation, the contribution of Fitzpatrick Brothers, an interesting feature in the Horticultural Building. People linger both to admire the diorama and to enjoy the psychological coolness which comes with viewing the realistic snow scene on hot summer days.