

"Even our most delicate laces and linens we launder fearlessly in these gentle, quick-acting flakes"
Mrs. George Woodruff



Mrs. George Woodruff
 wife of a prominent Chicago banker

sculptress of note, and distinguished in Chicago society for her charming hospitality. Her home, a twenty-fifth story roof-palace, is one of America's architectural triumphs. Garden terraces and pools . . . bell tower from which float the great organ's melodies . . . the infinite expanse of blue Lake Michigan and colorful city spread below . . . all suggest an Italian villa clinging to a Mediterranean mountain side. Mrs. Woodruff is wife of the chairman of the board of the National Bank of the Republic.



WHEN passing 1500 Lake Shore Drive, look up and up to that castle in the skies, where Mr. and Mrs. George Woodruff show the world how romantically life may be lived today, when wealth meets artistic imagination.

Yet even up there in the clouds, you will find American Family Flakes safeguarding sumptuous fabrics and objets d'art.

"The creating of harmonious surroundings," says Mrs. Woodruff, "is one of woman's greatest joys, especially in this day of jewel-colored textures and table settings. But how could all this color harmony be possible, if it were not for the absolute safety of these wonderful American Family Flakes—if things could not be laundered again and again in these pure suds, without harming one gossamer thread or lustrous color?"

"In medieval days from which my home gained its inspiration, robes and hangings grew dull with dust, beautiful linens yellowed unused in chests, because there was no safe laundering method. But today the utter purity of American Family Flakes enables us to revel in flower-fresh garments and colorful household things without the slightest fear of shortening their life or marring their beauty. I feel that I owe American Family Flakes much for the carefree enjoyment I have in my personal and household possessions."

Whether your possessions are costly or simple, you cannot afford to risk their wear and beauty in any suds less pure than American Family Flakes. Especially when this double-suds purity means double cleaning help . . . less rubbing, rinsing . . . easier ironing . . . sparkling and unstreaked china, glassware, porcelains . . . and hands that stay young through years of housekeeping.

Yet these pure white flakes are the *least expensive* household cleanser you can buy, because they make so much more *suds* for your money.

Buy American Family Flakes for *safety's* sake, as do four out of five of Chicago's wealthy Gold Coast families. Then use them also for *economy's* sake—and so save time, work and worry all through your household!

And when *bar* soap is needed, then of course you will use American Family Soap. For more than 90 years more Chicago women have bought this soap than all the other laundry soaps combined. It certainly is cheaper to buy good soap than new clothes!



Within Mrs. Woodruff's home—the sumptuousness of a medieval castle, the richly colored splendor of Italian Renaissance days, lend glamour to the down-cushioned luxuries of 1931.

Beneath a vaulted ceiling of two-stories' height, frescoed in colored wax after the manner of earliest Greek and Pompeian days, one dines on a carved nine-foot walnut table, spread with almost priceless lace and china and crystal.

Costly damask bed coverings and fine colored linens further complicate the laundering problem—which to Mrs. Woodruff is no problem at all, because she trusts things only to the pure silken suds of American Family Flakes.

American Family Flakes

It's the **double-suds** that makes the difference

