"Even our most delicate laces and linens we launder fearlessly in these gentle quick-acting flakes"

Mrs. George Woodruff

wife of a prominent Chicago banker

W H E N 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—things could not be laundered again and again in these pure soaps, without harming one precious thread or lustrous color?"

"In medieval days from which my home gained its inspiration, robes and hangings grew dull with dust, beautiful linens yellowed stained 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 marred 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 soaps 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, porcelain... and bands that stay young through years of housekeeping.

Yet these pure white flakes are the least expensive household cleaner 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!

American Family Flakes

It's the double-suds that makes the difference