

"The only soap we dare use for our filmy laces and fine fabrics" Mrs. Otto W. Lehmann



Mrs. Otto W. Lehmann

—who shares her husband's love of leisurely country life, of spirited, blooded horses. Mr. Lehmann is president of the Arlington race track. Mrs. Lehmann is seen at smart horse shows—erect, beautiful, elegantly costumed, like some figure drawn from more romantic days. Her huge and friendly house in the Libertyville millionaire section is a pleasant rendezvous for guests who gather there for the varied amusements and sports provided by this charming hostess.

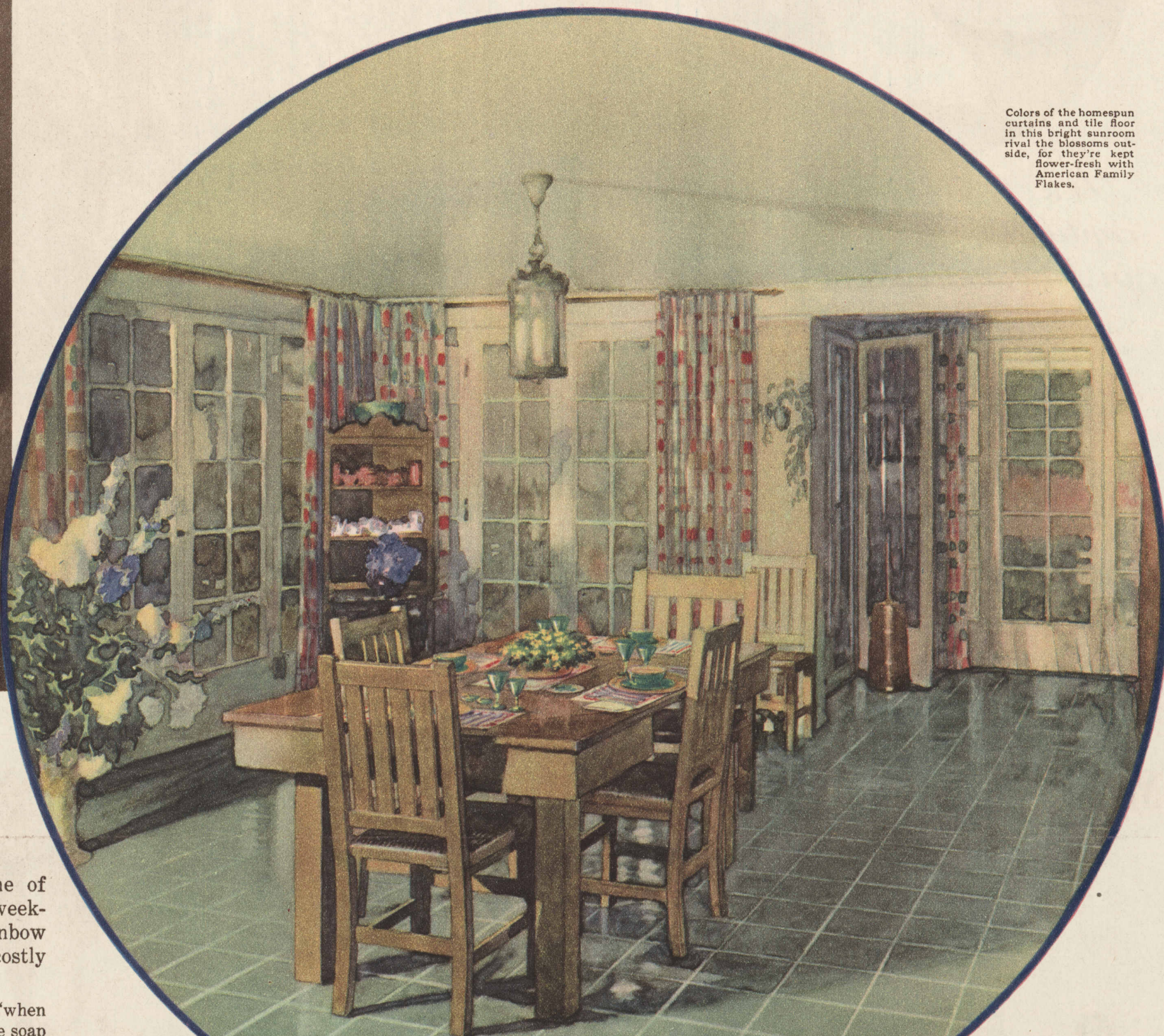
IMAGINE Chesney Farm, the picturesque country home of Mrs. Otto W. Lehmann, in shining-clean readiness for week-end guests! Shelves filled with tinted linens lovely as a rainbow . . . chests of precious table laces worth a king's ransom . . . costly crystal and glassware twinkling like jewels.

"Entertaining is just one glorious holiday," confides Mrs. Lehmann, "when your household runs as smoothly as ours. But so much depends on the soap you use! I don't know what we'd do without American Family Flakes—to smooth out our laundering problems and to speed along our kitchen and cleaning tasks.

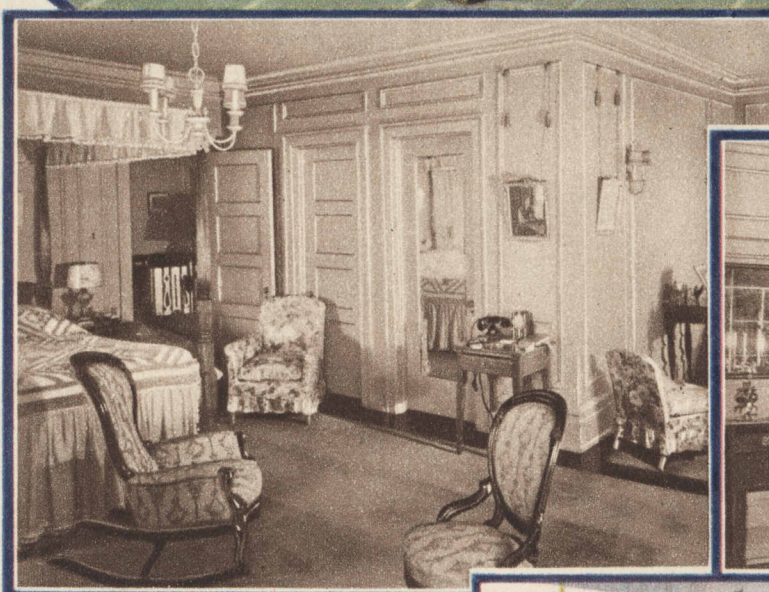
"Just look at these table linens. I'm really proud of the way they iron." Drawersful that seem never to have been laundered, so shop-new they look. And lingerie! A veritable annex to Grande Maison de Blanc—these shimmering coral heaps of costly French silks and laces. "We buy this soap by the case. It keeps our fine things always fresh." And why shouldn't it? It's as pure as the finest toilet soap.

Your clothes are too costly to shorten their days with careless laundering. Lengthen their life and guard their loveliness with American Family Flakes, as do four out of five of Chicago's Gold Coast women.

Your time is too valuable to waste with slow-sudsing soaps. Use only the pure, rich suds of American Family—*doubly* economical, because it was created especially for the hard water of this Great Lakes region. It makes *double* the suds—and it's the *double-suds* that makes the difference!



Colors of the homespun curtains and the floor in this bright sunroom rival the blossoms outside, for they're kept flower-fresh with American Family Flakes.



The quaint patchwork quilt . . . the flowered chintzes . . . the dotted Swiss flounces in this early American boudoir . . . how much their beauty rests on the purity of a laundering soap! That's why they are trusted only to the care of American Family Flakes.



Mrs. Lehmann herself "searched out" this original eighteenth century mahogany, those slender silver candelabra—antiques worthy of a museum!



Row upon row of fine crystal and glassware . . . and white shelving, too . . . to keep spotless. "What a task, if it weren't for quick-sudsing American Family," say the Lehmann maids.



A hundred years ago this coach used to make the storied run from London to Brighton-by-the-Sea, England. Now the Lehmanns drive it in spectacular "four-in-hand" fashion for smart society horse shows—for gay tallyho parties.



American Family Flakes

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