Imagine Chestnut Farm, the picturesque country home of Mrs. Otto W. Lehmann, in shining-clean readiness for weekend guests! Shelves filled with tinted linens lovely as a rainbow—shadows of precious table linens 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." Drawn from that seem never to have been laundered, so ship-shape they look. And lingerie! A veritable annex to Grande Maison de Blane—these shimmering coral beads 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-working soaps. Use only the pure, rich soaps 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!

American Family Flakes
It’s the double-suds that makes the difference