

Part 2

Mrs. Robert E. Peacock wife of prominent Chicago jeweler, world traveler, society hostess, says "my laundress has positive instructions to use only these rich pure suds—we trust them with our costliest things."



Mrs. Warren C. Fairbanks daughter-in-law to the late Vice President, prominent in national society circles, says "for every cleaning purpose American Family Flakes is the greatest work-and-worry saver



Mrs. Otto W. Lehmann whose husband is president of the fashionable Arlington Race Track, says "you could never persuade our household to use any other soan, in kitchen or laundry."



Mrs. George Woodruff wife of the chairman of the board of the National Bank of the Republic, with a home made beautiful by sumptuous fabrics and objets d'art, says "we launder everything fearlessly in these gentle flakes."



Mrs. Frederic W. Upham whose guiding hand aids many Chicago welfare and music organizations, says "It's the safest soap for all fabrics and colors: equally marvelous for dishes."



Mrs. Jacob Baur internationally famed society woman, hostess to Queen Marie of Roumania, insists upon the greatest care in laundering her treasures—"the purest soap on the market: American Family Flakes."



Mrs. Walter W. Head



Mrs. Wilbur E. Fribley distinguished lecturer on home economics, says "you'll be amazed how much less money it takes for family clothing and linens when you use American Family Flakes."



Mrs. Jaroslav F. Smetanka wife of the Bohemian Consul, leader in social and diplomatic activities, says "we won't even consider experimenting with other laun-dry soaps for our delicate silks and linens."



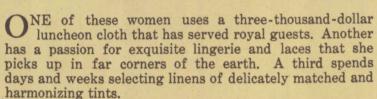
Mrs. Edward Rogers Fifield wife of prominent Michigan Boulevard haber-dasher; noted for successful charity drives and club work; says "it's the only soap you'll find in my kitchen and laundry."



Mrs. Edward J. Brundage wife of the former attorney-general of Illinois, sports enthusiast, mother of four, says "my maids appreciate it ... for speed and thoroughness in cleansing china and glassware - indeed for cleaning work of every sort."



Mrs. Townsend McKeever blithe society nomad, busy civic and club worker, says "Amazing—our laundress says —that so gentle a soap can also be so efficient in its work."



All of them entertain constantly . . . travel . . . give their days to club and charity work . . . free from every laundering problem - thanks to American Family Flakes.

For they know, from years of experience, that American Family Flakes never dims a color, never dulls a luster, never robs a thread of one minute's wear. How could it

harm, when there is nothing in these double-suds but pure super-refined soap . . . so pure that it gives you months and years of longer wear-from lingerie, woolens, children's frocks, sheets, silk stockings, everything. So pure, indeed, that it also gives you double-suds cleansing power: less rubbing and scrubbing. Dishes, glassware, bathroom porcelains come sparkling clean in a flash.

Frankly, your hands are too precious, your laundry too costly, your time too short to bother with any but this purest and most economical of soaps . . . doubly economical because you get so much more suds for your money.

Buy these creamy white flakes for safety's sake-then

use them also for economy's sake, and so save time, work and worry all through your household.

And when it's bar soap you need, then of course you will use American Family Soap-the highest standard of laundry soap for more than ninety years. Gives double-suds speed to the cleaning of extra soiled shirts and play clothes. Saves the finish

of woodwork, porcelain, linoleum, as well as color and wear of all

Remember, it's cheaper to buy good soap than new clothes.



American Family Flakes

It's the double-suds that makes the difference