ONE of these women owns a three-thousand-dollar luncheon cloth that has served her hostess. Another has a passion for exquisite lingerie and knows that she picks up in far corners of the earth. A third spends days and weeks selecting linens of delicately matched and harmonizing tints.

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, wovens, children's frocks, sheets, silk stockings, everything. So pure, indeed, that it also gives you double-suds cleaning 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 for your money.

Buy these creamy white flakes for family's sake—then use them also for clothes' 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 garments.

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

American Family Flakes

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

4 out of 5 Chicago Society Women insist on these pure flakes.