



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 we know."



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 soap, 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
wife of the president of the Foreman-State National Bank; noted for exquisite imported linens, lingerie and laces; says "American Family Flakes keeps everything as bright and fresh as new."



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 laundry soaps for our delicate silks and linens."



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



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."



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 cleaning china and glassware—indeed for cleaning work of every sort."

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

ONE of these women uses a three-thousand-dollar luncheon cloth that has served royal guests. Another has a passion for exquisite lingerie and laces 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, woollens, 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 garments.

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

American Family Flakes

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

