

Hear Quin Ryan's American Family Flakes Program, Tonight WGN 8:45 p.m.
(Daylight Saving Time)

Gold Coast Laundresses

Use Only—

—American Family Flakes

For the Costly Silks and Lingerie of Chicago's Wealthiest Society Women

1200 Lake Shore Drive

Mrs. J. F. L. Curtis
Mrs. Chauncy Keep
Mrs. Charles H. Schweppe
Mrs. James Simpson
Mrs. J. W. Thorne
Mrs. William Wrigley, Jr.

209 Lake Shore Drive

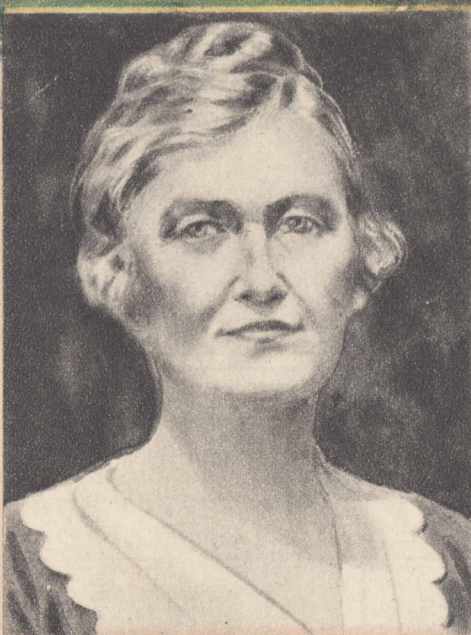
Mrs. C. H. Chadwick
Mrs. C. W. Dempster
Mrs. Leroy W. Fuller
Mrs. B. H. Marshall
Mrs. Pettit Watson

1550 N. State Parkway

Mrs. Arthur D. Bevan
Mrs. D. Mark Cummings
Mrs. W. V. Kelley
Mrs. George Nichols, Jr.
Mrs. F. H. Rawson
Mrs. Mary Shedd

999 Lake Shore Drive

Mrs. G. W. Borg
Mrs. Holbrook Clarke
Mrs. R. J. Keith
Mrs. Cassius C. McBurney
Mrs. Louis A. Rang
Mrs. W. D. Willett



Mrs. Schwartz
—Laundress at
209 Lake Shore Drive

"My Mrs. is very particular about her fine linens and sheer silk things, so I always launder them in American Family White Flakes. It washes out the soil so quick you don't have to rub or leave them in the water. Seems like it makes things look so fresh and new. My Mrs. often speaks about how well her delicate stockings keep their color and lustre since I've been washing them in American Family Flakes."

MRS. SCHWARTZ



Mrs. Carolina Dahlgren
—Laundress to Mrs. Chauncy Keep
1200 Lake Shore Drive

"I use White American Family Flakes for everything I launder for Mrs. Keep—from sheets and woolens to the finest and costliest silks. These flakes are so finely flaked and dissolve so quickly, they make a rich, heavy suds in an instant and cleanse without rubbing or friction. And my hands keep soft and white even after a whole day of washing. There is nothing I have tried that equals American Family Flakes for thin, delicate fabrics, silk hose and lingerie."

MRS. CAROLINA DAHLGREN



Miss Frances Goetz
—Maid to Mrs. W. D. Willett
999 Lake Shore Drive

"I always use American Family Flakes for washing Mrs. Willett's linens, laces, lingerie, silks and delicate fabrics. In fact, everything I launder is washed with these gentle, quick-acting flakes; and they are as kind to my hands as any toilet soap. Washing with American Family Flakes takes much less time, and every piece comes out as soft and clean as new, without rubbing."

MISS FRANCES GOETZ

IN these luxurious homes are some of the most precious fabrics to be found anywhere in the world... needlework of spider web delicacy; tablepieces, linens and laces almost priceless in value; the sheerest of silk stockings and lingerie; chiffons and diaphanous silky things so light, filmy and daintily colored one wonders how their possessors dare entrust pieces so delicate and beautiful to soap and water. Yet thousands of dollars' worth of these precious possessions are washed repeatedly, harmlessly, with American Family Flakes. No caustic or other ingredient harmful to fibre or color is used in making these pure, gentle, quick-acting flakes. Proof of their purity is the benefited condition of the hands.



The Purest of Soap— Contains No Caustic

With American Family Flakes you'll want no other soap for laundry, kitchen or household purposes. Wonderful for washing machine use. And you'll like it immensely for dishes—your finest glass and chinaware. Dishes washed in these quick-acting suds rinse off thoroughly clean with hot water and dry without wiping, leaving no streaks or film. Try it. Cleans porcelain, paint, woodwork perfectly. You'll be delighted with the way these flakes save time and lighten household duties. Get a package today. Any dealer can supply you. Three convenient sizes. Silk stocking size 10c. Popular size 25c. Large family size 60c.



Miss A. Carlson
—Laundress to Mrs. D. Mark Cummings
1550 N. State Parkway

"American Family Flakes are simply wonderful—so quick acting. Mrs. Cummings' laundry includes the very finest of linens, laces, silks and lingerie. Never has a single piece been harmed. No rubbing or friction—that's why these flakes are so wonderful for thin, delicate fabrics. And my hands always keep white, soft and smooth. We have tried many things, but American Family Flakes are by far the safest and best."

MISS A. CARLSON

**Kirk's
WHITE**

American Family Flakes

MADE BY JAMES S. KIRK & CO., CHICAGO, U. S. A.

Cheaper to Buy Good Soap Than New Clothes