"I never have to worry about things fading or shrinking," says Mrs. Charles R. Walgreen

As wife of the nation's druggist, Mrs. Walgreen knows what's what in soap. She uses one kind for costly silks, for gaily colored frocks and chiffon stockings, one for fast dishwashing, one for porcelain stoves and bathrooms. But they're all the same soap—double-sudsing American Family Flakes and Soaps.

"We've used it for years—I could almost say by the cartload," says Mrs. Walgreen with a smile. "I remember how proud I used to be of the children's clothes: they laundered up so clean and fresh with this soap.

"And now with all these colorful new fabrics, I never have to worry about things fading or shrinking or 'going to pieces,' as I've heard women say of their silks and linens." You should see her bedroom: lavender and jade textures of sheer and corded silks, all bright as new.

"These curtains"—fingerling creamy silken gauze—"the maker said must never be laundered. But we have laundered them in American Family Flakes I can't tell you how many times, and they look just as nice as new.

"In the kitchen, too, this is the best all-round household cleanser imaginable. Things come clean almost the minute they touch the suds—which is a great help in the country, where we have so many dishes to wash. And the maids like to use it because it's as easy on their hands as on the shirest silks."

It's the double-suds that puts longer wear in clothes...that lightens housework...that leaves you free for more pleasant occupations. And its safety is witnessed in the fact that four out of five of Chicago's Gold Coast women entrust their washable treasures only to these pure, rich flakes. The cash saving begins with the first bowlful...because you get double the suds.

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