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Imagine this charming lady as the girlish enthusiast who works happily in garden overalls—"I'm a real dirt gardener," she says. "I set out hundreds of tulips this year—had more than 5,000 blooms!" Or picture her as the aviator who flies in every week to win golf trophies—she won four at Beverly last year. (The Walgreen amphibian is one of the finest planes in the Mid-West.) See her as woman's chairman of the recent Circus Mart—or imagine her, if you can, as a proud first-time grandmother. Town apartment, overlooking South Shore Country Club. Country home, remodeled barn and cabin, very historic, on beautiful Rock River—beams hand-hewn nearly a century ago, original ladder up to the loft, now a dormitory (week-end parties of forty to fifty guests where Lincoln once was entertained.) "So many dishes to wash in a hurry—so many linens—we couldn't get along without these fast-working flakes," says Mrs. 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 Soap.

"We've used it for years—I could almost say by the carload," 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"—fingering 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 sheerest 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 boxful... *because you get double the suds.*

The Flakes—double-sudsing—the only soap trusted with the costly laundry of 4 out of 5 Gold Coast women.

The Cake Soap—double-sudsing—for 90 years used by more Chicago women than all other laundry soaps combined.

It's cheaper to buy good soap than new clothes



American Family Flakes

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

