

"You know..."

*this ad
made me
think..."*



ESPECIALLY about the laundry starch I buy! Why should I use the old-fashioned "cooked" starches...the kind that make fabrics so stiff and "boardy"...when modern NIAGARA is so wonderful? It's quick to fix—just swish in COLD water...and it gives such a lovely, smooth, dainty finish to all fabrics.

NIAGARA is *pre-cooked*...it penetrates fabrics evenly...doesn't spot or streak...won't stick to the iron. Oh, it's a great starch—the *modern* starch for *modern* fabrics.



PRETTY SMOOTH! Men's shirts...dainty cottons...children's clothes...what a great job NIAGARA does on all fabrics! Even dark cottons come out fresh, crisp, streakless!



SWISH! in COLD water...it's ready...instantly! NIAGARA is the world's only true COLD water starch...so quick to fix...so easy to use.

At all good grocers in 12 and 24 oz. packages



CORN PRODUCTS COMPANY

The Modern Starch for Modern Fabrics!



Aug. 21

MARK TWAIN once said: "We haven't all had the good fortune to be ladies; we haven't all been generals or poets or statesmen; but when the toast works down to the babies, we stand on common ground."

Twain knew whereof he spoke, and during the next two weeks the birthdays of several famous August "babies" will be celebrated. Born thousands of miles apart, some of them entered upon life during the era of the horse carriage, others in the age of the jet plane. Some were born into homes of great wealth and others into families of more modest means. Some have already drunk deep of life; others have merely sipped at the table of youth.

Yet, as Twain remarked, they did indeed once "stand on common ground." Taking a brief look backward over the years, can you identify these celebrities from their early photographs? If not, see below.

**My,
How
You've
Grown!**

Can you identify these famous August "youngsters" from their early photographs?



Aug. 10

*Happy
Birthday,
to all!*



Princess Margaret of Britain, who will be 29 Aug. 21.



Herbert Hoover, who will be 85 Aug. 10.