

Me....? Old Fashioned?



DON'T be ridic! long ago I gave up the laundry starches I had to cook ... you know, the kind that makes fabrics so stiff and "boardy."

So what do I use? ... the pre-cooked starch ... the modern starch ... NIAGARA ... it's wonderful ... it penetrates fabrics evenly ... never spots or streaks, makes ironing a cinch ... and the finish? Ah! ... so smooth, so dainty, so crisp!



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.

PRETTY SMOOTH!
Men's shirts ... dainty cottons ... children's clothes ... what a great job NIAGARA does on all fabrics! Even dark cottons never streak ... come out fresh, crisp, beautiful!



EASY DOES IT! Ironing is a cinch when you starch with NIAGARA ... no streaks ... no sticking ... your iron fairly flies over the fabric.



Niagara

NO COOKING
ready to use in
COLD WATER

**INSTANT
LAUNDRY
STARCH**


CORN
PRODUCTS
COMPANY

The Modern Starch for Modern Fabrics!

FASHIONS

A dress that seems to call for candlelight is Linda Young's satin in a soft plum color (\$40).



ROSES ARE blooming for Fall

by Allyn Rice

Suddenly, it's an autumn world. The air is crisp, the leaves are turning and the party dresses are here!

There is a return to femininity. The favored color range is red, running from pale pink to deep burgundy. The fabrics are soft, fluid and rich enough to make a sultan envious. A rose is not just a rose this year: it's the designer's way of enhancing a simple dress, or turning a plain pair of separates into an exciting evening outfit.

So maidens take care! In these, the prettiest dresses ever, your best beau may take you for a princess and, if he hasn't done so already, whisk you away to live happily ever after.



Photographed for Family Weekly by Henri Jansen

The roses of burnished bronze match the skirt of peau de soie in this costume by Kenn Barr of Casino Classics (\$46).