



Crisp, fresh, dainty. Smartly styled . . . and so becoming!

Many modern fabrics look better when starched . . . best when starched with instant **Niagara**



Swish in cold water . . . instantly it's ready!

Niagara® Instant Laundry Starch
AMERICA'S LARGEST SELLING STARCH

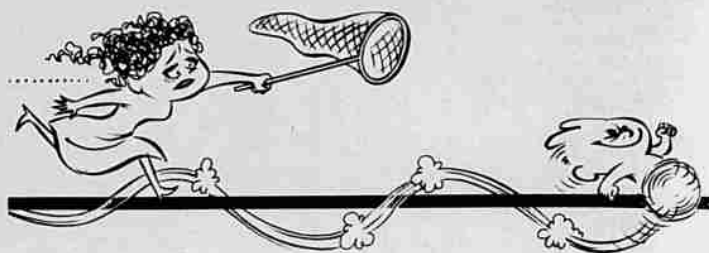
When smartly styled dresses of modern fabrics like this one get that "too washed and worn" look, you can perk up their wilted appearance by starching with instant NIAGARA. They'll look neat, crisp—stay fresh longer.

Niagara is as fast, easy and convenient as any liquid starch. Just swish in cold water—it's ready instantly to give you best results.

You don't buy water when you buy economical Niagara. From one 12 oz. package you get 20 quarts of the finest medium starch solution!

Available in 12-oz. and large Economy 24-oz. Sizes.

QUIPS AND QUOTES



Mow Trouble Ahead

*Like waves upon a windswept ocean,
Our Junior's constantly in motion.
He's always running, space permitting,
Or squirming if he must be sitting.*

*And yet the day is not far distant
When he will doubtless be resistant
To exercising any muscle—
When there's a mower with which to tussle.*
—Hal Chadwick

A smart girl likes to hold hands because it's the only way she can be sure he hasn't got his fingers crossed.—Ken Kraft



"You were so yelling!"

A second-story man is a husband who didn't get away with the first one.
—L. J. Huber

The bride was telling her mother that her husband talks in his sleep. "And, Mom," she said in awe, "he talks about his life as a bachelor. Why I've never heard such goings-on! I'm writing it all down."
"Good!" said Mom. "When you have enough, get a good divorce lawyer."
"Divorce lawyer?" the daughter said incredulously. "I'm going to get a good publisher!"
—Russell Newbold