

Amazing Niagara®

the *instant*
cold water starch

New brightness—new beauty! Put extra smoothness, crisper freshness into all your washables with Niagara.

Perfect results every time! Niagara penetrates fabrics evenly...leaves no white streaks...makes ironing easier.

Economical! Costs only a penny a quart...the convenience of liquid starch...yet goes four times further. Buy 12-ounce or Giant Economy 24-ounce package.

World's most popular laundry starch!



A Product of Corn Products Refining Company

**WHERE TRAFFIC LAWS ARE
OBEYED — DEATHS GO DOWN!**

Support Your Local Safety Organization



Just cut it
to any needed
size and
shape and
apply →

Cut Your Own Needed Cushioning Foot Reliefs!

A Superior Moleskin—Yet Costs No More

Dr. Scholl's KUROTEX is a wonderfully effective cushioning relief for corns, callouses, bunions, sore toes, sore heels—wherever shoes painfully rub, press or pinch. Prevents blisters, too. Flesh color. You'll say it's better than ordinary moleskin. 15¢, 35¢, 45¢, \$1.00. At Drug, Shoe, Dept., 5-10¢ Stores. Get a package today!



Dr. Scholl's KUROTEX A Superior Moleskin



New Sports Fad:

Sky Diving

Rules for sky diving call for the jumper to pull his ripcord three seconds after leaving the plane. He falls with back arched, his body horizontal as shown in the near photo. In this position, the body is stabilized and unable to foul the opening chute. Now that he's borne by his chute, the jumper aims for a crosslike target. For about a minute and a half, he descends until, with a teeth-rattling jolt, he hits earth. His skill is judged by the nearness to the target.

