MAGAZINE FEATURES

Simple Letters of A Simple Fello



though many of them are so prevalent that they have come to be known as customs rather than as superstitions. No wedding would be deemed a success if the bride was not showered with rice—an emblem of fruitfulness. Throwing a shee at a newly married couple is also supposed to bring good to be unjucky. A shoe is considered a symbol of authority, and as the bride has just broken away from her parent's protection, it is probable that this act symbol of authority, and as the bride has just broken away from her parent's protection, it is probable that this act symbol of authority, and as the bride had so many children she didn't know what to do."

There was an old woman who lived in a shoe;
She had so many children she didn't know what to do."

The wearing of crang blossoms at a state of the cole.

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confine myself to the glorious emancipations offected by the war—the new parison for liberty and nationalism unid the ancient submerged and oppressed people, which, if given free expression is the surest of suarantees against Bolsheviem; the new braking down of old solations and antagonisms, so that telerance and community spirit have come into vital guistance; the emergency of the emancipation of woman, more the emergency of the emancipation of woman, more the emergency of the







EVERYONE knows that the cuffs are the portions of the shirt. They get soiled first.

If you turn the cufts you can wear the shirt a day or two longer before send-ing it to the laundry.

But if you turn an ordinary cuff it bulges and looks unsightly. You wouldn't be seen with it.

The new "Double Wear Cuff" is dif-ferent. It folds just as neat and flat when turned in as when turned out. Your friends cannot tell which side is turned out.

One trip to the laundry is harder on a shirt than two days' wear. Every time you turn your cuffs you save laundry money and get more wear out of the shirt. Get the habit—turn your cuffs—it pays.



"the cuff that doubles the life of the shirt"

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